FEB 19 1910

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vor. LXX.

NEW YORK, FEBRUARY 16, 1910.

No. 7.



Beginners in advertising—especially manufacturers and jobbers with trademarks to establish—should remember they are entering on a long road.

Styles in advertising—in copy and illustration—come and go, wear themselves out. There are as many different possibilities in this direction as there are possible combinations of words and pictures. Your business probably CALLS FOR ITS OWN STYLE.

Two things never change—BUSINESS PRINCIPLES and HUMAN NATURE. You must keep your eye on one and appeal to the other as you travel this long road if you are to realize its tremendous possibilities of profits.

We are accustomed to mapping out large undertakings—and carrying them through without reference to prevailing fads.

Marin for

New York

Philadelphia

Boston

Why Not Brooklyn?

Do You Give Manhattan ALL the Credit for Your New York City Sales?

Don't measure Brooklyn's consumption by her small number of jobbers—the merchants of that borough are mainly supplied by Manhattan houses.

G Brooklyn's consumption fully equals Manhattan's—excluding the hotels.

In working New York, you should not stop at the East River bridges. Brooklyn is too rich a field to be neglected for Philadelphia, or other neighboring cities. You cannot afford to overlook the million and a half of New York's busy population which dwells in that borough. When your appropriation does not include Brooklyn, you only half work New York,—and this great metropolitan field repays thoroughness too richly to be slighted.

There is only one local medium which reaches all of Brooklyn's buying population.

Each day the cards and posters of the BROOKLYN RAPID TRANSIT SYSTEM are viewed by 1,500,000 earning, spending people—all, long-distance, time-to-read, passengers. There can be no question about these circulation figures, they are furnished by the Public Service Commission.

The rates for this superior space are most reasonable. We should be glad to give you full particulars. A call for 27 Stuyvesant will bring us to your desk.

Ward & Gow
1 UNION SQUARE NEW YORK

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS

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No. 7.

"NOT BY COTTON ALONE."

SOME OF THE OTHER INTERNAL EVI-DENCES OF THE SOUTH'S PROGRESS — WHAT JUDGE GARY SAYS — AT-LANTA REAL ESTATE VALUES— WHAT RAILWAY FIGURES SHOW— THE "GULLIVER SOUTH" AWAKE.

By Julian Harris,
(Son of Joel Chandler Harris and Editor of Uncle Remus's Home
Magazine.)

No one denies that a very large asset of the South is its annual billion-dollar cotton crop.

In fact, a study of the figures of cotton produced in 1909 shows that its value is not only more than double that of the world's output of gold, but that the cotton crop exceeds in value the aggregate capital of all the national banks in the United States.

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Cotton is by no means the only asset of the Southern states, nor is the increased value of the cotton crop the only thermometer that registers the impetus that Progress and Prosperity have given this section.

In 1880 the entire output of coal in the United States was 42,000,000 tons; the South is now mining more than 90,000,000 tons of coal each year. It is not difficult to estimate whether this output can be continued for many years, when it is considered that the South has more than 62,000 square miles of bituminous coal lands, as against the combined total of Great Britain, Germany, France and Austria of only 17,000.

Incidentally, the South has more

Incidentally, the South has more iron ore than foreign experts claim for all Europe. The possibilities of the South as an iron ore field are indicated when it is stated that \$50,000,000 have been

expended in Alabama by the United States Steel Corporation, which has under way now a \$3,000,000 steel and wire plant, and will spend an additional \$7,000,000, which have been appropriated. Ex-Judge Elbert T. Gary, chairman of the United States Steel Corporation, in a recent interview, stated that he had just returned from the South, and was enthusiastic over the possibilities of this section, and added:

"We find that from the Birmingham district we can reach on equal terms of freight rates 30 per cent of the population of the United States. The United States The United States Steel Corporation can manufacture in Alabama when its construction work now under way and contemplated is completed, steel and iron at as low a cost as any place in the world.

iron at as low a cost as any place in the world.

"Birmingham district is an ideal center for reaching domestic as well as foreign sources of outlet for steel products. The district will eventually become one of the steel corporation's great shipping centers for steel and iron sold in foreign countries."

Birmingham, Alabama, has for many years dictated the price of pig iron and the Birmingham rails have no superior in the United States.

The South is Aladdin-rich in natural monopolies. Not only does she stand alone in the production of cotton, but she is to-day producing one-half of the sulphur of the world, and by that token inevitably dominates the sulphur trade of the globe. No other section is as rich in phosphates as the South, and phosphate is the foundation of the fertilizer industry. Our tobacco fields produce fortunes, we are on friendly terms with stock, wheat, rye, barley, clover and alfalfa, while in South Carolina there has been raised more corn to the acre than any Western state ever produced on a similar plot.

The South has a monopoly on rice, sugar cane and naval stores. To-day, forty per cent of all the standing timber of the United

States is in the South.

In addition to what has been mentioned, there are found throughout the South oil, gas, magnificent water powers, unsurpassed marble, the vastest granite mountain in the world, wonderful building stone, and marvelous clays that make the finest roadbeds in the world.

Seven years ago a piece of property in Atlanta, with an average of fifty-four feet in width and a hundred and eight feet in depth, sold for \$47,500. The value of the building on the lot was estimated at \$17,500, making the actual dirt worth \$30,000 seven years ago.

Nature has done her utmost to make this the Carrier Spee of the World. The richest sold-the most delightful climate-close to the best markets-direct express and freight connections. Fruit and vegetables grow abundantly, two sand three crops as year,

Handsome booklet in two colors with the same of the colors of the colors

Since that time the building, which was along in years seven years ago, has deteriorated until it is worth about \$10,000. Four months ago that same piece of property, which is only two blocks from the residence section of Atlanta, was sold for \$225,000. Allowing the value of the building to be \$10,000 at the present time, this shows an increase in seven years of more than seven times in value of this piece of property, an increase from about \$550 per front foot to \$4,000 per front foot in seven years.

While we are mentioning Atlanta, we might add that it is the second largest horse and mule market in the world, and the greatest insurance center outside of New York and Chicago. We think of Memphis, too, just at this point, and pause to say that it is the largest inland cotton market in the world, and the largest hardwood center in America.

Recently government statisticians announced that in the past ten years the Gulf exports had showed an increase of more than \$200,000,000—a jump of from \$104,000,000 in 1899 to \$410,000,000 in the fiscal year ending in 1909—a tremendous stride that makes the otherwise large increase of the Atlantic ports look like the toddling

steps of a babe.

Already, in anticipation of the Panama Canal, it is the intention of the Atlantic Coast Line to double track from Richmond to Tampa, and to use to the fullest advantage the enclosed waters of Tampa Bay and the peninsula which stretches out into the Bay like a great natural pier. Galveston, New Orleans, Mobile, Pensacola and Port Arthur will become the greatest of ports, and with the proper energy the world can be brought to realize that Charleston, with its wonderful natural harbor, can be made second to none in point of commercial importance. Inevitably the great railroad system reaching each of these ports will spend in the next three or four years Hundreds of Millions of Dollars in perfecting their lines for trade which will call for myriad argosies when once the canal is opened.

We come to the question as to whether outside resources and foreign capital have been brought to a full realization of the immense possibilities, the wonderful untouched wealth, the vast natural resources of this thrice-blessed Sunny South. We read only re-cently in the Cincinnati Enquirer that a higher price for cotton, which is the admitted foundation of the South's magical inflow of money, will be the rule in the coming year, even if record-breaking crops are produced in the South, for the opening up of the countries in the tropics of every continent is bringing their hundreds of millions of population into closer touch with civilization and will cause such an

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immense increase in the demand for cotton cloth as to require the production of millions of bales more of the fibre by the South.

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It is added that while the Panama Canal will not be completed for five years yet, that before the opening of that transmuting waterway, the transportation lines of the United States will have revolutionized the business of the South in preparation for that opening which will transform the The East business of the world. Coast Railroad of Florida to Key West is within a couple of months of completion, and then Havana will be within six hours' steam. It is scarcely necessary to add that Key West is sure to become one of the veritable keystones in commercial and shipping affairs through its location, and that this railroad gives it an opportunity for the greatest speeds in shipments to and from Cuba, Central and and South America that are to traverse the Panama Canal

One tribute to the earnestness of the South is the fact that within the past three years has been es-tablished, if I may be pardoned this allusion, Uncle Remus's Home Magazine, which is in fact founded on many struggles that were noble, inspiring, but ineffectual. That this recognition of the South's magazine has been royal, it is only necessary to state that in the November issue, 1907, the magazine contained 2,785 agate lines, paid for at the rate of 50c. per line; the November, 1909, issue carried 18,800 agate lines, paid for at the rate of \$1.00 per agate line

The Gulliver South has shaken off the threads of tradition and retrospection. Lethargy, Conservatism, Insularity, Distrust, and the score more of loitering Liliputs have been sent scampering.

The Gulliver South is roused from the stupor that the old problems brought, and is not only reaching out its great hand to grasp the big opportunities of the glowing present, but is preparing to pluck the fruits now promised by the blossoming possibilities of a glorious future.

INTERESTING SIX POINT LEAGUE MEETING.

A large gathering of newspaper special representatives gathered at the Aldine Association, New York, February 8th, to hear Leonard McChesney, advertising manager of the National Phonograph Company, and Don Seitz, publisher of the New York World.

Mr. McChesney was extremely emphatic in his endorsement of newspaper advertising, and told at length the experience of his company (reproduced elsewhere). Mr. McChesney admitted that a mistake had been made in temporarily cutting away from newsmitted that a mistake had been made in temporarily cutting away from news-papers, and announced that they were back to stay. He then made some sug-gestions for the further improvement or newspaper advertising conditions. "If any of your papers are occupy-ing a position above making circulation statements or permitting examinations."

ing a position above making circulation statements or permitting examinations," he said, "do what you can to make them to see the true light. Last fall we gave an order to a paper on the strength of its claim of circulation, which was later questioned by another paper. An examination was refused, though we secured affidavits making it reasonably certain that the paper had what it claimed. "Here was a paper that had the

certain that the paper had what it claimed.

"Here was a paper that had the goods, but because of some false notion it was probably losing business, and it certainly was making it easy for other papers to uscredit its circulation. To the man on the outside this—sition seems absurd.

"Even if your papers do not have the largest circulation, an A. A. A. examination is worth while. It shows advertisers what you do have, and that you are not afraid of the showdown. This kind of a smaller circulation is worth more than the larger claimed circulation of your competitor.

"Do what you can to bring about a condition by which every reputable newspaper will have an unvarying ratecard to all advertisers. It hurts newspaper advertising when agencies say

card to all advertisers. It nurs newspaper advertising when agencies say that they can buy space at lower cost than the one having our account. It hurts when certain advertisers claim that they are getting lower rates than the run of advertisers. It is unfortunate for newspaper advertising that no advertiser eyer knows when the no advertiser ever knows when the bottom is reached. He always suspects that some one else is getting a better deal. The feeling of suspicion that prevails about newspaper rates is keeping many firms from using newspapers, and is keeping them in other periodicals where favoritism is less marked. where tavoritism is less marked. A good many newspapers grant no special favors. It seems to me that such parers should combine into an organization, having for its platform honest circulations and the same rates to all, and by its success induce other publishers to see the wisdom of the policy and join the movement."

At Sacramento, Cal., the Catholic Herald Publishing Company has been incorporated at \$25,000.

EDISON PHONOGRAPH'S THOROUGH-GOING NEWS-PAPER CAMPAIGN.

\$200,000 BEING SPENT IN NEARLY 500 NEWSPAPERS THROUGHOUT THE COUNTRY-SOUTH GETS GOOD SHARE-375 CITIES COVERED-EDI-SON A STRONG ADVOCATE OF AD-VERTISING-ADVICE TO NEWSPA-PERS ON RATE MAINTENANCE, ETC.

How little many general advertisers have realized the powerful national effect possible to secure through a judicious list of newspapers, is illustrated by the campaign now on for the Edison Phonograph Company in about 420 cities

This campaign was started after some facts and figures had been shown the company proving that with but a comparatively small additional appropriation 375 instead of 80 cities could be covered. Previously only 80 cities were being used-because they were jobbing centers and because they seemed, therefore, the only logical places to do newspaper advertising with the appropriation available.

Immediately on becoming convinced of the much wider appeal possible at no great additional expense, it was planned to go into 375 cities with a campaign aimed to impress both dealers and public very forcibly. Good-sized and unusually strong copy was prepared and began to appear in November to pull Christmas trade.

The campaign is now running and has developed unmistakable interest and sales. Leonard Mc-Chesney, advertising manager. commented very interestingly upon the campaign the other day at a luncheon of the Six Point League, New York.

"The National Phonograph Company did a little newspaper advertising during the first two or three years after the company was formed in 1896. Most of it was on an exchange basis.

"It was not until the fall of 1905 that newspaper advertising was seriously taken up. An appropriation of \$30,000 was spent for running about 7,000 lines during the season of 1905-06 in from one to three papers in each of about 80 different cities.

'As small as this campaign was it seemed to have a decided effect upon sales, for our business increased more rapidly during the period covered by the advertising than in any previous time. think that this advertising was the first national use of newspapers by any talking machine company. Since then hundreds of thousands of dollars have been spent in newspapers by the various companies.

"The following year our newspaper appropriation was increased to about \$45,000. Larger space

You might have bought

many times over with the money you have paid for tickets for concerts, theatres, valued will be shows and other amountent not nearly so satisfactory as the entertainment that cess out of the horn of an Edison Phonograph.

You never heard Harry Lauder as well as h sings on an Edison Amberel Record. You never heard Shark, Martin or Constantino to such good advantage as you hast them out the Edison Phonograph. To superplay the had in any one evening such a program as you to have any evening, at loos, with an Edison Phonograph.

—then this is absolutely the best bargain in assument the world offer—the Edison Phonograph by Viceo Herbert's such produced for the Edison Phonograph by The Herbert's such such as the produced for the Edison Phonograph by The Herbert's such most control to the Phonograph in the Herbert's such such as the Phonograph in the Herbert's such such as the Phonograph in the Herbert's such such as the Phonograph in the such as the produced for the Edison Phonograph in your own panel as any time, for the earlier was museument of your own handly and your own possessive amusement of your own handly and your own produced for the earlier was museument of your own handly and your own produced for the earlier was museument of your own handly and your own possessive amusement of your own handly and your own produced for the earlier was made and the produced for the earlier was a such as the produced for the earlier was a such as the produced for the earlier was a such as the produced for the earlier was a such as the produced for the earlier was a such as the produced for the earlier was a such as the produced for the produced for the earlier was a such as the produced for the produced for

ters are Edition designs emprywhere. On its the names and her the his graph plan both Editor. Naminal and Amberra Herroris and get out as from your design or from to.

was used in much the same papers and cities. No attempt was made to extend the list of cities. The experience of the previous year was duplicated. The effect upon sales seemed quite as marked. An expenditure of \$90,000 in the year 1907-08 appeared to be as profitable an investment as the smaller appropriations of the two previous years, although even newspaper advertising could not entirely check trade conditions. For the first time our business did not show a steady increase while our

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"Trekking Through the Thirst to the Sotik"

Suggests many advertising possibilities.

Mr. Roosevelt's picturesque account in SCRIBNER'S of this march of his through the waterless country gives life to the phrase.

Yesterday the words meant little—tomorrow they will be necessary to our vocabulary—so readily do we grasp the new.

The same is possible of any well manufactured article—suggestively labeled and given stable publicity—the kind of publicity SCRIBNER'S is giving Mr. Roosevelt's African story.

FEBRUARY: Edition again sold out.

MARCH: Goes to press leading all previous Spring numbers.

APRIL closes March 5th—a record number from every point of view.

SCRIBNER'S has doubled its circulation in the past five months.

copy was running in newspapers. We then dropped the newspapers and went into sundry other media.

"I'm willing to go on record as believing that it was a mistake to drop our newspaper campaign in the fall of 1908. Our present newspaper campaign began in October, and the first month's sales that could be affected by it were those for November. The total sales, as shown by the books of this company, are practically the only means we have of knowing what advertising is doing. When I tell you that November sales were 40 per cent greater than those for October, and those for December 50 per cent greater than November sales, you will understand why we think newspaper advertising a pretty good thing. I have not seen the sales for January, but have no doubt that they will show an equally satisfactory increase over December.

"We attribute a large part of this increased business to newspaper advertising because it was the only new effort made in that period. Our other forms of advertising were unchanged, and no new work was undertaken by our

sales force.

"Just a word about the free reviews of records. It would not have occurred to us as good policy to ask newspapers generally to give us free notices of this kind, but when we found that even the best newspapers were performing this service for competing companies we decided that we were as much entitled to it as they, and, therefore, sought the same favors. The papers themselves are responsible for the ethics of the proposition and not we.

"Advertising has no greater or better friend than Thomas A. Edison. No American advertiser today believes more implicitly in the value of advertising than he. He regards advertising as just as important a feature of his business interests as he does the factories in which his products are manufactured, or the machinery in them. He would as soon think of shutting down his factories entirely as doing without advertising. Whenever an advertising proposi-

tion is submitted to him for approval, and different amounts are suggested for the carrying out of the campaign he will, in nine cases out of ten, name the highest amount.

"You hardly know what a comfort it is to manage an advertising department when the big chief has such faith in advertising, it



Amberola The netwest Edison Phonograph

Compare the external observe of the Amberola with that of he highest grade piano, and you will find it even more charmingly designed and just as beautifully finished. Consider the lifetime of study required to become a gPfficient plano player. You may no munical training whatever to being the Amberola.

Now compare the Amberola with a plaver-oisno. Anness

Now compare the Amberola with a player-piano. August can operate a player-piano, but when all it said and done, it gives you nothing but piano music.— The Amberola gives you all the best music of all kinds— Crand Opera, Orchesta, Band, Sacred Music, Songs and Ballads, Rag Time and Danous. It is

the limitless entertainer

Compare the Amberola with any other sound-reproducing instruments of the cabine type. Consider the angolive regularing point that does not acratch or wear out the records, and justs forever. Remember that the Amberola is the only instrument of this type that plays both Edison Standard and Amberola—and Amberola Records—and Amberol Records play longer that any other Records—and the contract of the

The Authoroin comes in olther Malaguny or Oak. Has done for holding 100 Rescouls. The poice is \$200. Other types of Edina Plan graphs \$12.50 to \$22.50 to

Slezak

sings the great arias from Otello and Aila exclusively for the Edison Phonograph

Leo Elemas, admirted to be the geometrismor of all time, dags the higgest uncounted of this American suggesteened acceleratory for the Edison dan no obtangany ten you hear this wonderful voice as in very been the part of the Company of the with to pay \$5 a seen at the Metropolium Opera House, New York. The Edison dealer near you will play the Bloach Records for possess and mit to hear thous on the Ambiercola.

is a backing that few men have. Mr. Edison to-day has new products that he wants to advertise, but his subordinates are holding him back because conditions are not right for publicity.

"We tried a little experiment in November and December, and it may interest you to know about it. In those months we spent between \$4,000 and \$5,000 for a ses are

ut of cases ghest com-



The Gateway to the South.

The advertiser who wishes to reach the extreme South should bear these facts in mind when placing his appropriation.

Fact 1 The New Orleans Item carries more local display advertising, more foreign display advertising and more classified advertising than an other New Orleans newspaper.

Fact 2 The New Orleans Item's total net paid daily circulation is 50 per cent. more than any other New Orleans newspaper.

Fact 3 The New Orleans Item's net poid daily city circulation is more than the combined city circulation of any other two New Orleans newspapers.

Fact 4 Distribution of the New Orleans Item's total circulation is 75 per cent. in the city and 25 per cent. outside, giving the best and most advantageous distribution to the advartiser.

Fact 5 The entire plant and all books of the "Item" are open to prove these statements. 70 per cent. of the New Orleans Item's city circulation, now over 22,000, is delivered direct into the homes by the Item's own carriers; this is quality. (Total Circule ton Over 30,000)

The New Orleans Item

SMITH & BUDD CO.

Foreign Advertising Representatives.

Tribune Building, Chicago.

Brunswick Building, N. Y.

Third National Bank Building, St. Louis, Mo.

JAMES M. THOMSON, Pub. ELMER E. CLARKE, Bus. Mgr. New Orleans.

ries of three- and four-column advertisements in the New York Evening World and the New York Evening Journal. The experiment grew out of a desire to know whether large space of this kind would have a marked effect on The traceable results business. were the business done by jobbers in New York City and contiguous territory. As a certain result of this advertising the business of these jobbers showed an increase of 86 per cent for November over October and 77 per cent for December over November. The increases for the entire country were 40 and 50 per cent, as already stated. Mr. Edison and the officials of our company were greatly interested in the result of this advertising, and have directed that large copy in certain cities be given special consideration."

PULLING POWER OF NEWS-PAPERS.

New York, Feb. 9, 1910.

NEW YORK, Feb. 9, 1010.

Editor of Printers' Ink:

I have had forcibly impressed upon me during the last few weeks the enormous pulling power of newspapers as advertising mediums. At the same time I am deeply sensible of the laxity of business acumen used by the average paper. Even when I insert an advertisement I do not receive a copy of the paper—to satisfy my curiosity at least.

Another thing, I am just as anxious to use good mediums as the newspapers are to have my business, and I cannot see why competitive papers do not send me their advertising rates and present the matter to me in an intelligent manner.

A. D. Mann.

CINCINNATI AD MEN GET A TAFT MESSAGE.

"Advertising is most important and I hope that your Club stands for the best and most accurate advertising."

best and most accurate advertising."

This was the autographed message which President William H. Tatt sent to the Advertisers' Club of Cincinnati through Ren Mulford, Jr., on the last night of the latter's presidential administration. Gridley Adams, advertising manager of the Dayton Motor Car Co., of Dayton, O., spoke on "The Postal Situation." Situation.

Situation."

George Randolph Chester, the author of the "Get Rich Quick Wallingford" stories, spoke on "Self-Advertising," and Prof. John Uri Lloyd, scientist and author, was heard on "The Responsibilities of Advertising," "Thanks" were riven by Dr. Thomas Knox, one of Cincinnati's red-blooded clergy, who believes in advertising.

"A Civic." believes in advertising. Mayor Louis Schwab sent a message on "A City's Biggest Advertising Asset."

INSURGENT MOVEMENT AMONG THE NEWSPAPERS

> RAY STANNARD BAKER, In the American Magazine.

One of the most significant phases of the Insurgent movement is the support the Insurgent movement is the support which it is receiving from the newspapers of the West. Several papers, long staunchly Republican, are now laurgent. The Chicago Tribune, which supported Cannon in his last campaign, in now exercising a powerful influence against Cannonism and supporting the Insurgent movement all along the line. The Indianapolis News, long Vice-Praident Fairbanks' organ, may from the tone of its recent editorials be called an Insurgent newspaper. The Chicago News and Record-Herald have long exercised a steady pressure for progressive ercised a steady pressure for progressive measures. Every newspaper of St. Paul and Minneapolis except one has apparstand for the Insurgent cause. The News and Register, of Des Moines, is wholly Insurgent; but the Des Moines Capital is still "stand-pat."

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Capital is still "stand-pat."

But the most influential of all the newspapers in the West in this regard, perhaps, is the Kansas City Star, Colonel Nelson's paper, which has been for years consistently encouraging the Insurgent movement throughout Kanss and Missouri.

surgent movement throughout Kanss and Missouri.

More and more also, the popular magazines are exercising a wide infinence upon public opinion. I do not sy this because I happen to be connected with the American Magazine, but because this is what I heard everywhere. Many people spoke of the fearless articles in Collier's Weekly and McClive's, and I don't know how many men told me they were reading Judge Lindsey's autobiography in Everybody's, which gives an excellent view of the blight of money control in politics. Seveni radical journals are also having a wide influence on thought in the West The Judge, of Chicago, La Follett's Westly, and, to a less degree than formerly, Bryan's Commoner. I also ran across a number of people who had been reading The Appeal to Reason, the Kanss Socialist weekly, which circulates over a sumber of the most distinguished citizens of that State, a former Judge, and a life-long Republican. He told me that for a long time he had thought La follette a demagogue, scarcely worthy of attention. lette a demagogue, scarcely worthy of

attention.
"But," he said, "I thought I'd like to see what the man had to say for himself. So I sent for La Follette's Westly. I've been reading it ever since, and I'm convinced that La Follette is right. I've subscribed for a number of copies of his Weekly, and have sent them to my friends in this State."

The Los Angeles Examiner states that has gained 1,877,540 agate lines in

The Red Book Magazine enlarged to 192 Pages

How best to show appreciation —how best to deserve confi-

dence—how best to make THE RED BOOK MAGAZINE measure up to the splendid standard of our readers' support—have been the publishers' sole thoughts.

The solution has been obvious.

es of pport wapalong long nsursupn, is sence the line. Presithe d an icago g exssive Paul pparrous The

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ere artire's told ey's ich ight ide The The publishers have been obliged, and most willing, to conclude, that:

"As our appreciative readers have faithfully 'kept up' with us in the forward march we have steadily made toward our ideals, we are surely debtors to them for even BIGGER things."

"THE RED BOOK MAGAZINE has earned an enviable endorsement from lovers of good wholesome fiction, and its present splendid position can only be advanced and strengthened by a BIGGER book and by still bigger ambitions."

Beginning with the March issue THE RED BOOK MAGAZINE will contain an extra complement of 16 pages, thus making a total of

192 Pages —The LARGEST Illustrated Fiction Magazine in the World!

The present magazine has been excellent 15-cent value; we, therefore, mean to make it EXCEPTIONAL 15-cent value, starting with the next issue.

More stories and better ones, if that is possible; more pictures and more beautiful ones; more entertainment and sunshine—a GREATER RED BOOK at the same old price—that's it.

The stories in THE'BIGGER RED BOOK MAGAZINE will be by such authors of national reputation as Alfred Henry Lewis, Jack London, Rex Beach, Hamlin Garland, James O. Curwood, William Hamilton Osborne, Thomas Samson Miller, Ellis Parker Butler, Perceval Gibbon, Gouverneur Morris, Seumas MacManus, Grace MacGowan Cooke, Clarence Mulford, Edith Rickert, Elliott Flower, Dave King, Maxmilian Foster, Edward Hungerford, George Patullo, Hulbert Footner, James Oppenheim, Onoto Watanna, Ceylon E. Hollingsworth, Vanderheyden Fyles, Grace Sartwell Mason, Fred R. Bechdolt, Emma Bell Miles, Michael Williams, Dorothea Deakin, and others, perhaps less well known, but whose stories possess those dramatic qualities that grip the reader tight—stories of the type that have made THE RED BOOK MAGAZINE famous.

THE RED BOOK CORPORATION

Publishers

Ralph K. Strassman, Adv. Manager
1172 Fifth Avenue Bldg.
New York City

158-164 State Street, Chicago
Julius Mathews, Manager
Boston Offices
2 Beacon Street

appearing.

GENERAL ADVERTISERS IN THE SOUTH.

"VELVA SYRUP," "FAIRY MAT-TRESSES" AND OTHER NEW GEN-ERAL ADVERTISERS DEVELOPING A BROAD SOUTHERN MARKET - GOOD PROSPECTS FOR NATIONAL MARKET FOR THESE AND OTHER SOUTHERN MANUFACTURERS.

In the next five or ten years there are going to be developed some big general advertising accounts in the South.

Of this fact no advertising man who has gone over the ground can fail to be assured. There are, of course, many of the older and extremely slow-moving firms with national market possibilities who are hard to convince, but the greatest possibilities lie with the new manufacturers who are springing up everywhere and applying aggressive methods.

The very happy natural facilities for manufacturing in the South, due to the nearness to raw materials and coal and water pow-

About Mattresses? you are buying a pig in a jinke bound guarantee behind it? From the outside you can tell nothing about a high tress except its color The materials the workmanship, the "PTE excellences of detail that make for durability are things that you can't judge from appearance alone.

The safe course is to ask for a Mattress that stank for all that is best in every feature. Fairy Pure Felt Mattresses U.S. Bedding Co., Memphis

sult that general advertisers are

Some excellent advertising for mattresses is being done in South-

ern newspapers by the U. S. Bed-

What Do You Know



er and lumber, as well as rail and shipping facilities, are bringing a great many industries to the South.

There is a wide range of possible manufactures of lumber, cotton, sugar, rice, zinc, lead, iron and other raw materials so abundant in the South, which until recently were not manufactured in the South. The raw materials were exported to Europe and South America, or shipped North. This poor industrial economy is now improving itself, with the reding Company, Memphis. The copy has "bite" in it. and sales for the product are going ahead very satisfactorily.

Penick & Ford, Ltd., New Orleans, is advertising a "Velva" Breakfast Syrup-a name particularly happily chosen. Both of these products are candidates for future national markets; and so are a dozen others in the South.

OULAHAN MADE PUBLISH-ER OF "SUN."

The Board of Directors of The New York Sun Printing and Publishing Association, at a meeting held February 11th, transferred Richard V. Oulahan from the Sun's Washington Bureau, of which he has been the head for several years, to the home office to assume the position of publisher.

He will take his new duties next Monday. Mr. Oulahan is forty-three years old and is a na-

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With the May 1910 issue Good Literature will be merged with The People's Home Journal

The People's Home Journal and Good Literature have in the past been the recognized power for securing for advertisers the tremendous business of the cities and towns with populations of 25,000 and less, where 54% of the population of this country is located. This consolidation combines and makes into a single unit this power to influence this tremendous small-city business, which is unquestionably a decided advantage to advertisers.

The May issue, being the first under the consolidation, will be read by our subscribers with unusual interest, and no matter from what standpoint you figure, advertising space in the May issue of the People's Home Journal is absolutely the best buy in the publication field to-day.

Advertising forms for May issue close March 10th.

F. M. LUPTON, Publisher NEW YORK

J. P. BALMER Western Manager 1438 Marquette Building CHICAGO Jos. A. Moore Advertising Manager Lupton Building New York

WHAT THE SOUTH HAS TO ADVERTISE.

THE WIDE RANGE OF ADVERTISING POSSIBILITIES—SUPERIOR NATURAL RESOURCES—REAL ESTATE A BIG POSSIBILITY, ALREADY BEING RAPIDLY DEVELOPED—MANUFACTURING OPPORTUNITIES—COMMERCIAL ORGANIZATIONS.

By G. Grosvenor Dawe

Managing Director, Southern Commercial Congress

In the issue of PRINTERS' INK which is to be devoted to a message to national advertisers, urging them to give greater attention to the South as a field for their efforts, permit me to speak on the other side, urging the South itself to give more attention to national advertising.

We are, of course, aware that there are a few great national advertisers among Southern producers; some supplying delectable drinks and others supplying fragrant smokes. The mere fact of quenching a thirst with Southern products, sparkling or still, or doing devotion to "Milady Nicotine" in convenient two-ounce packages, renders it unnecessary for men to go South in order to enjoy these gratifications.

There is, however, a field of national advertising scarcely touched by the South which must be forced to the front before the South in any degree comes to its own in development. The greatest neglected opportunity in national advertising is at present among the real estate men and commercial organizations of the

South.

The South has vast material to justify vigorous advertising. With a more favorable distribution of rainfall and temperature than either of the other two-thirds of the United States; with a wonderful natural transportation system afforded by its overwhelming superiority in navigable streams, with the most influential commercial event in the history of the nation only six years from completion; with enormous coast line

and harbor facilities giving outlets to the commerce of the world: and with more than 50 per cent of its land not under cultivation (after deducting forest areas), the South has all these reasons for beginning and continuing nationwide and world-wide advertising. There are hundreds of commercial organizations and possibly thousands of real estate men in the South that should be national advertisers. Instead only here and there appears a sporadic effort; here and there an inch or two regarding some special enterprise; and even at that a great share of the advertising of the South is being done by promoters operating from large centers like Chi-cago and New York, thus removing from within the South the reasonable profits which belong to real estate men of the Southern States.

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We admit it is discouraging, yet, nevertheless, the statement is true, that until real estate men and organizations of the South come strongly forward into national advertising, the wonderful opportunities of the South—agricultural, manufacturing, and what not, will remain unrecog-

nized.

What have we to advertise? Following the Mason & Dixon line, then the line of the Ohio, then striking West and Southward around Missouri and Oklahoma to the Gulf, these are facts-This one-third of the United States has more coast line, more navigable streams, more convenient waterpower, more easily accessible mineral wealth, more forests and better distribution of rainfall and temperature than either of the other two-thirds of the United States. This sweeping statement can be confirmed in every detail by official statistics.

The advantages belonging to the Southern portion of the United States are advantages in combination; in other words, any one of these advantages could bring great development; all of them together absolutely foretell tre-

mendous development.

Notwithstanding these advantages, it is a fact that the sixteen

states, including Missouri, are comparatively empty and in many cases are only fractionally devel-

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The reason is that the men of the South have not looked at their advantages in a broad enough way; the men of the world have gained a wrong impression of the South as a whole through certain historical events and through the fact that news services do not forward progress facts, but are always quick to record the abnormal, the unusual and the disor-

derly.

When a condition of development does not size up to the opportunity offered, there is a way to bring the disparity to an end. National and world-wide advertising will do it; for the "goods" are in the South and have been there from the earliest days of this great continent. They have been overlooked in the "Westward Rush." The Southward swing is now due and national advertising will bring it.

Arthur Brisbane, editor of the New York Evening Journal, called newspapers the "most important thing in the world" in an address before the Chicago Woman's Aid recently. Mr. Brisbane's subject was "Newspapers and Their Readers," "Human progress began when mortal beings were given the power of speech," said he. "Between individuals speech is the most important thing. What speech is to individuals the newspaper is to the state."

The man who can write a letter that does what another man must make a personal call to do, is the greatest, most independent power in the modern business world.—System.

Because of ill health Edward C. Thurnau has resigned as the president of the Class Publishing Company, of Chicago, which publishes The Office Outsitter. A portion of the stock of the company has been bought by Henry S. Bunting, publisher of The Novelty News. Wesley A. Stranger will continue as editor of The Office Outsitter.

An excellent example of community advertising is to be found in the Thursday issues of the Montgomery, Ala., Journal. The Commerce street merchants of Montgomery, which street has of recent years been vacated by the wholesale merchants, their places being taken by retailers, club together and advertise on a page by themselves.

STATEMENT OF ADVERTISING

Carried by Twin City Newspapers in January, 1910

The Minneapolis Journal, 2427

The Minneapolis Tribune - - - 1987
The St. Paul Dispatch - - 1386*

Pioneer Press - - - 1260

*No Sunday Issue.

THE MINNEAPOLIS JOURNAL

WM. J. HAYES
Advertising Manager

Publishers' Representatives: O'MARA & ORMSBEE

NEW YORK Brunswick Building

CHICAGO Tribune Building



Sales Business Results

The Associated Sunday Magazines are too big—too responsible—too busy—to offer any other inducements to advertisers.

We ask no consideration for "a cause" or "a friend." We sell space that makes good business.

The Associateund

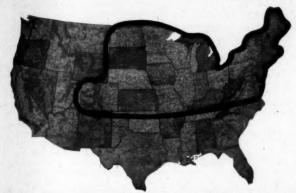
1 Madison Avenue, New Yor Recon

Issued every week co-operatively by

CHICAGO RECORD-HERALD PHILADELPHIA PRESS ST. LOUIS REPUBLIC PITTSBURGH POST

NEW-YORK TRIBUNE

Inside the Black Line



We Are Pre-eminently Efficient

The richest people on earth—the people you should talk to—sell to.

Inside that black line we have by far the greatest circulation. Go into more homes and stay there.

Let us be your salesman inside that black line.

More than

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1,100,000 copies every week.

More than

82 per cent. actually delivered into the homes by mail or carrier.

More than

11,000 Cities, Towns, and Villages entered each week.

Detailed circulation statement, rate card, and copies of the magazine will be mailed to any advertiser on request.

atounday Magazines, Inc.

Yo Record-Herald Building, Chicago, Ill.

nultaneously as a part of the Sunday editions of

BOSTON POST WASHINGTON STAR
MINNEAPOLIS JOURNAL DENVER NEWS-TIMES
BUFFALO COURIER

REFORMING HOTEL ADVER-TISING CONDITIONS.

"EXCHANGE" ADVERTISING UNDER-MINING HOTEL MEN'S ESTIMATE OF ADVERTISING-UNSATISFACTORY ON BOTH SIDES - FOUNDER OF "NATIONAL HOTEL REPORTER" TALKS ON ADVERTISING AND HOW IT MIGHT BE REFORMED.

The whole subject of hotel advertising is being considered more closely now than at any time be-fore. Foreign hotels have been doing some most interesting advertising here, and awakened

American hotel men.

PRINTERS' INK has recently printed communications from advertising men and publishers who have received a jolt in their treatment by hotels whose exchange advertising they have carried. Evidences of similar complaints are many, and the sad part of it is that the publishers seem not to realize the full irony of it. They have educated hotel men to a point where they know scarcely any advertising but the exchange sort, and some flagrant abuses have crept up.

If the newspapers would discountenance exchange deals and get hotels to advertise with paid display, there would be greater attention to copy and more business-

like advertising.

F. Willis Rice, founder and publisher of the National Hotel Reporter, of Chicago, and a recognized authority upon hotels, spoke his views very frankly upon the present unfortunate conditions of hotel advertising.

"A great deal of money is invested in hotels in this country," he said. "And no other business in the world spends so little money

for advertising. What little is spent, is not spent according to

the right idea.

"As a matter of fact, if the hotels managed the rest of their business so poorly as they do their advertising, very few would succeed. The system of exchange advertising has gotten a vicious hold upon the minds of the managers and the result is that most managers would very reluctantly consider spending real money for pro-

motion in print.

"You see, the whole trouble is that the project of advertising has come to them in a most unfortunate guise. An agency or a periodical offers to run the copy in exchange for accommodations. Some representatives have gone so far as to point out that in all probability the exchange 'script' would be only in part used, the hotels thus profiting in an extraordinary way from their space. Advertising, in other words, has cheapened itself in the eyes of the hotel people and very naturally they have taken no especial trouble to look at the advertising proposition from the viewpoint of broad business in-'If we can get it for terests. 'If we can get it for nothing, or on the barter basis

they say, 'why spend good cash?'
"Of course, those in the publishing business know well enough that this system means a placing of copy in only such periodicals as can be induced to take business on the barter basis. The advertising appears not always or usually where it would be most effective, but is scattered through a most miscellaneous list of mediums, some of which do not have readers of the class that could patronize the hotels advertised. Moreover, the copy does not have the attention as regards position that paid-for advertising gets. In the eyes of many publishers, hotel advertising is a football that can be kicked without risk to any old position in their pages that happens. The publisher does not lend the co-operation to make the hotel exchange a success that he would were it given him on the cash

"Whichever way you look at such advertising, it's 'rotten.' The publisher cannot be expected to be on his tip-toes to give good service and the hotel people develop more or less contempt for making business by advertising.

"Perhaps better times are coming. We can extract all the comfort possible from the masterly, business-like and patronage-building advertising done recently by

the Savoy hotel of London in America. tion of the value of newspaper space, rightly placed, in that campaign. Printed at the chief American port of departure for England, it must have brought the merits of the hotel before travelers when they were in just the frame of mind to take advantage of it. If the same practice came to prevail among American hotels, you would see fewer of them on the ragged edge, and, in the popu-lous centers at least, you would hear less often of dull seasons. A hotel has a fixed capacity. Full or empty every room is eating up its share of running charges. venture to say that, were any one of the half dozen big hotels in New York or Chicago, to put its advertising in the hands of an expert together with a cash appropriation large enough for his needs, that hotel would astonish itself and make its competitor see a light.

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"Where should the advertising be placed by a New York hotel? Well, on the spur of the moment, I should say in good papers in Boston, Philadelphia, Washington, Pittsburg, Cleveland, Buffalo, Chicago and St. Louis. The railroads have found it worth while to furnish special trains for through travelers to New York from these cities. Why could not the New York hotels make patronage by putting before these travellers, before they leave home, the attractive homelike service they render? No other subject in the world offers better chance for live

effective copy.

Mr. Rice mentioned the work of some agents who had made a specialty of securing exchange contracts from hotels. He referred to one who, PRINTERS' INK knows, has come into bad odor because of the "service" he has given some exchange contracts. It doesn't take an advertising expert to understand that when a hotel gives such a contract and when scant or no attention at all is given to placing the copy, the cause of advertising suffers a black eye in the estimation of the hotel managers.

The Standard Paper for Business Stationery — "Look for the Water-mark"

EVERY business letter conveys to the intelligent reader an impression of the thought behind the words, of the personality behind the signature. In selecting the paper for the letterheads, telling your printer to use

OLD HAMPSHIRE BOND

is merely a safe, practically an automatic way of seeing that the impression conveyed is as clean and strong and positive all thru as the paper upon which your letter will be written.

Write us for the specimen book of the paper showing letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of Old Hampshire Bond. It's worth having.



Hampshire Paper Co.

The only paper makers in the world making bond paper exclusively.

SOUTH HADLEY FALLS MASSACHUSETTS

Made "A Little Better than Seems Necessary" - "Look for the Water-mark"

A PRACTICING PHYSICIAN WHO ADVERTISES LO-

CALLY.

DR. BLANCHARD, OF YOUNGSTOWN, OHIO, USES NEWSPAPER SPACE TO TALK LEGITIMATE PROFESSIONAL SERVICE TO PUBLIC-RAPIDLY IN-CREASING PRACTICE AS A RESULT-HAS NOTHING TO SELL BUT HIS PROFESSIONAL OFFICE SERVICES -IN GOOD STANDING MEDICALLY.

To advertise has been an anarchistic and quack idea among the medical profession for many years, and no item in the physicians' code of "ethics" is more stringent and unequivocal than the prohibition of advertising.

As advertising was practiced ten or more years ago by those who sought to cure human ills, and as advertising is even now practiced by those publications still without standards in censorship, the repumedical profession could scarcely be blamed for firmly ta-

booing advertising.

But advertising as a method has, in plain truth, never been overlooked by reputable physicians. Not only do they use advertising methods in building up their practice, by social efforts and word - of-mouth recommendation, but great numbers of highly reputable physicians are keenly alive to the value of advertising of the printer's ink variety. Any newspaper editor knows how physicians and surgeons seek to get "a notice" when a successful operation has been accomplished, or an unusual medical case developed. The hospitals, too, have been eager to get "mentions," and some even have press agents.

Now, in the face of this situation, and the general dissatisfaction among medical men at the overcrowded ranks of the profession, the slow attainment of a paying practice, and the real need for getting the public to think along hygienic lines, it is refreshing to see a physician in good standing who has courage and insight enough to see that advertising as a method is perfectly clean and honorable in spite of past abuses; and that it is certainly more honorable and clean to come out in display advertising in a clean way than to cultivate friendships with reporters and editors and use other surreptitious methods of publicity.

The physician who has taken this step and proved it good is Elton Blanchard, of Youngstown, Ohio, who is using display in local newspapers that

reads extremely well.

Dr. Blanchard is a general practitioner and surgeon, and sets forth no extraordinary claims. He began his active career as a medical man in Cleveland. After a number of years of indifferent experience with "newspapering," advertising, and the like, he became a traveling man for a medical jobbing house, making the rounds of the physicians and explaining the various properties of his drugs. He caught the fever and wanted to become a doctor himself. By dint of considerable privation on his own part and not a little material aid from his friends, he finally graduated as a full-fledged physician from a Cleveland medical school. Subsequently he became head surgeon in charge of the Cleveland Emergency Hospital, having an assured income and reputation. Not long thereafter reverses of a personal nature came. He was compelled to relinquish what interests he had obtained in the hospital and begin his medical career elsewhere all over again.

He was naturally attracted to Youngstown, where he had spent the greater part of his boyhood, and he subsequently hung out his "shingle" and opened his office there. But the patients did not come. The census of 1900 gave the population of Youngstown as 44,885. Dr. Blanchard figured out that there was an average of one doctor for every hundred families in Youngstown. He also estimated that not more than half the doctors' bills were paid, so that it meant every fifty families had to support a doctor.

The prospect was not particularly promising. It was all very well for the long-established doctors, whose clientele had been developed by years of hard work, to say: "Don't advertise." But Dr. Blanchard was already well along in middle life and he could not afford to wait. A little observation showed him, too, that it was only the paid kind of advertising which his ethical fellow-doctors objected to.

He found, for instance, that practically not one of them objected to having his name appear in the papers whenever they were connected with an important case. Indeed, inquiry at the newspaper offices disclosed the fact that many of the Youngstown doctors were making a regular practice of sending in notices whenever they had a big operation, especially if it was successful. He found them joining every sort of organization to make themselves known. The sort of medical advertising was "ethical" because it cost nothing.

Again, Dr. Blanchard found other doctors making speeches at medical conventions and later having them printed in booklet form and giving them wide distribution. He found them extremely anxious to get hospital appointments which paid nothing but brought considerable reputation. They did not call it advertising, but he could not see it in any other light. should take space in the best newspaper in town," thought Dr. Blanchard to himself, "the only difference would be that I would be fair with myself and the public in admitting I was advertising. I refuse to play the hypocrite." A little talk with the management of the Youngstown Vindicator only served to substantiate his convic-The result was that the Blanchard advertising campaign, which now has almost a state-wide reputation, was launched just about a year ago,. To-day Dr. Blanchard has upwards of 2,500 regular patients and is said to have an income of at least \$6,000 yearly. He has the busiest office in Youngstown, with every modern appliance, including two tele-phones and a nurse. He has his own laboratory in which to make the usual medical tests.

The advertising was confined



The Nashville AMERICAN

For over three-quarters of a century it has been one of "the great newspapers of the country."

Local contemporaries have arisen, had their brief day, and "passed on." THE AMERICAN is still there, more vigorous, more useful, more respected, more popular, more successful than ever before in its history.

A news paper in every sense of the word, it retains to a marked degree that suggestion of individuality, of intimate personal editorial relationship with its readers so regretfully lost by many other big newspapers of the day.

It carries a large percentage of the local advertising of Nashville's best merchants. Nearly all advertisers of note who know Southern conditions use THE AMERICAN for their Nashville campaigns.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Third Nat'l

Bank Bldg., St. Louis.

entirely to one newspaper, the Vindicator. He used from six to ten inches, as a rule, three times a week. During the year he used in all about one thousand inches.

STORY NO. 10.

(To get the whole story you should read the nine that have gone before). Some people say, "I have been thinking about coming to see you for some time." My answer to these may be an answer to you also. "If a thing is good to do, do it now." I know that hundreds, and perhaps thousands of people look for and read my "stories," both in the city and the nearby towns. It is not curiosity or sympathy I seek to arouse—it is confidence and trust. If I could, I'd tell you the list of ills I am treating, beginning with eye, ear, nose and throat, and going all the way down the body to corns on the toes. It would include all the list of human aliments. But I cannot go into this thing, I have an advertising "code of ethics" of my own. In advertising I seek only to gain your confidence so you will come to me, trust me, put your case, in my care, and obey my orders in the plan of battle we shall wage against the ills you suffer. When you do come, you will see how well equipped I am to serve you, how carefully and thoroughly I make the study of your case, how frankly and honeatly I tell you the truth about it, thinking always, what is best for you. Then how gladly people pay me my little fee of 50 cents cash, medicine thrown in. How glad they are to come regularly and follow up the treatments long enough to get good results. They see at once that my plan is just—no paying for the fellow who never pays—the charge so reasonable, the service as good as the best and better than some. So they come, they send their friends, the circle grows, My patients are my friends. This is why "it pays to advertise!" If you are thinking about coming, come now. Hours, 9 a.m. to 8 p.m. 'Phone New 1478, Old 1690.

Stress was laid, at the very be-(To get the whole story you should read the nine that have gone before). Some people sav, "I have been think-

Lady Patients,

Stress was laid, at the very beginning, upon the fact that office calls (practically no others were accepted) were to be fifty cents each, medicine included, to be paid for on the pay-as-you-enter plan, doctor reckoned that he would rather have a hundred calls at fifty cents each and have them all paid for, than to have fifty calls at one dollar each, half of which would never be paid. Consequently he continually harped upon that fact in his advertisements, adding: "A busy doctor is keen; an idle one is dull."

The campaign opened, with a foreword, shortly before the first of the year 1909. Returns began in the form of new patients almost immediately, but the doctor was not satisfied. He advertised free calls for New Year's Day and the day following for anybody who would clip out his ad and bring it with him or her to his office. It worked like a charm, The doctor's office was crowded He made certain to impress his personality upon every caller, so that there would be subsequent paid calls and so, too, that friends and neighbors would be told of "the excellent new doctor who only charges half-price.

Every advertisement had a picture of the doctor at the top. Much of the dread which many have in going to a doctor was dispelled by laying constant stress in the advertisements upon the

doctor's great faith in the power of smiles and kindness to bring about cures. "I am constantly prescribing smiles and kindness," he said. "It makes life a glorious thing to live." And, when people read it, they at once began to think of Dr. Blanchard's office as a pleasant place to visit, as a place much unlike the usual dismal doctor's office. When next they, or any member of their family, had an ailment, it was ten to one that they looked him up.

Some sixty of Dr. Blanchard's little advertising stories ran in the Vindicator in the first series. In number 64 he came out with this statement: "I have now no longer need to advertise any more. I have a good practice. to the Vindicator stories." But he has not stopped advertising by any means. He appreciates the value of continuity, of keeping one's name continually before the public. Since then a second series of stories has been started. can now be found in the Vindicator at irregular periods.

Dr. Blanchard's reputation with the people of Youngstown has been established. Furthermore, if the humanitarian viewpoint is taken, Dr. Blanchard is to-day doing a larger and better work than he could ever have hoped to do in

The Garden Annual Forms Close Feb. 21

Is your copy in? It ought to be. It will pay you. The best known advertisers use it. Have for five years, with larger space each year.

The ORANGE JUDD WEEKLIES

Garden Annual is our regular issue of March 5, but greatly enlarged, with a wealth of text and illustration that makes it a calendar of reference. that is read not only once, but through the whole spring.

It's a splendid advertising medium.

Forms close February 21st. Mail your copy today.

ORANGE JUDD COMPANY

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Headquarters:
439-441 Lafayette Street
New York

Eastern Office:
1-57 West Worthington St
Springfield, Mana.

a quarter-century by the old methods of making one's self known. Many poor patients, who could not afford the higher fees of others, are coming to him and are being relieved of their troubles systematically and conservatively.

Says Dr. Blanchard of his experiences: "I suffer no personal ostracism, though officially I am doubtless not eligible to membership in the Elect Doctors' Club of America. My colleagues treat me with friendliness and respect, such as I have been able to meet in my first busy year in Youngstown.

"I would not advise any doctor to advertise, nor would I advise every merchant to do so. If a doctor could write business-get-ting ads and had the skill to deliver the goods, that is, treat people successfully, get and keep their confidence, then I would gladly tell him what I have done.

"Doctors are working for a living. Many of them would give it up if they could earn a living any other way. My contention is, put it on a business basis. They could then give the people a square deal and get all or a part of the \$2,000 a year for each doctor now spent

on patent medicines,
"I don't know of any way to keep incompetent doctors from advertising, unless the newspapers will refuse space to doctors who cannot show, at least on the face of their advertisements, that they seek to treat the public honestly. Most of the incompetents are 'ethical' men who use that fact like a labor-union man does his card, as a passport to the homes.

"Not all doctors are all-round men and could do everything from head to heels. Not all doctors could attend fifty to a hundred patients a day, as I can with a nurse assistant. There are, however, one or two such men in every town of size in the United States, who could do as well or better

than I.

"If some strong advertising agency would take this matter up, there would be many doctors at it in the next five years. There are at least 500 towns in the United States large enough to make the p an a success."

ADVERTISING AS BUILDER FOR TO-MORROW

WELL-KNOWN MERCHANDISER POINTS OUT THE VALUE OF ADVER-TISING, EVEN IF OVERSOLD, FOR TO-MORROW'S BUSINESS - SINCERITY AND ENTHUSIASM IN ADVERTIS-ING-LACK OF SELF ANALYSIS-EXTRACT FROM ADDRESS AT POOR RICHARD CLUB, PHILADELPHIA.

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By Hugh Chalmers. President, Chalmers-Detroit Motor Company.

When my company faced the fact that we were far oversold. and I still desired to keep up an aggressive advertising campaign, I was asked why in the world I considered it necessary to advertise?

I told my company that we were not in business for to-day only-we were in business to stay, and that to-morrow and the day after were very real factors in our permanent business success. If we intended to keep our business as active as it is to-day, I told them that advertising was a prime essential.

Automobiles are going to be sold with a great deal more salesmanship to-morrow than they are today. To-day the people can't get deliveries-they are clamoring for more than are made; but conditions will be different to-morrow and the test of salesmanship and advertising will then come in real

earnest.

Salesmanship—and advertising, too-is a matter of the man, and his sincerity, enthusiasm and honesty If a man isn't honest or enthusiastic he can't convey that quality to others, and his results will be affected. I find in dealing with men that they are sometimes not honest with themselves-they do not stop to analyze themselves and their efforts. They do not get over on the other side of the fence where the buyer lives. They persuade themselves into actions and words which do not ring true to the other man.

W. F. Chamberlain, St. Louis, is sending out renewal orders to farm papers for twenty-one lines to run five times. H. W. Kastor & Sons, same city, are placing the business.

DARLOW BELONGS IN THE \$40,000,000 CLASS.

DARLOW ADVERTISING AGENCY, INC., SUCCESSOR TO C. D. THOMPSON ADVERTIS-

SUCCESSOR TO C. D. THOMPSON ADVERTISING AGENCY.

OMAHA, NEB., Feb. 11, 1910.

Editor of PRINTERS' INK:
On page 56, February 2d issue of
PRINTERS' INK, there is a big ad headed
'Over \$40,000,000 Worth of Advertising Placed by These Agents in 1909.'
These are all names of agencies advertising in PRINTERS' JVX

We have been advertising in your
publication for over a year. Of course,
we admit it is only on a very small
scale, but we are advertisers, nevertheless, and we believe in PRINTERS' INK.
We are also placing a small part of

less, and we believe in PRINTERS' INK.
We are also placing a small part of
the \$40,000,000 worth of advertising,
and while it is small, at the same time

it is a part.

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If you are going to run any more of this kind of advertising, and can con-sistently do so, we would appreciate sistently do so, we would appreciate your including the name of the Darlow Advertising Agency.

DARLOW ADVERTISING AGENCY, INC., A. H. BORGLUM, Mgr.

The Engineering Digest and Indus-rial Engineering have been consoli-

The Civic League of St. Louis is urging an assessment of three cents per square foot on billboards.

J. E. McComb, Jr., has returned as business manager of the Houston Chronicle, having been of late treas-urer and general manager of the eaumont Journal.

The Evening Journal, of Leavenworth, Kan., has established R. S. Shannon as its Eastern representative in New York and Allen & Ward as its Western representatives in Chicago.

H. M. Porter, for four and one-half years Eastern representative of Mc-Clure's, has taken charge of the East-ern office of The American Boy, with offices at 1170 Broadway, New York.

O'Mara & Ormsby have added the New York Statz-Zeitung to their list.

The Pharmacist Press has been incorporated in New York by Charles A. Kolstad and others, with \$35,000 capi-

William R. Spears, for the past fif-teen years advertising manager for Burke, Fitz-Simons, Howe & Co., of Rochester, has resigned to become gen-eral sales manager of the Rastian Broth-ers' Company, manufacturer of celluloid specialties.

THE GEORGE L.DYER COMPANY

42 Broadway, New York

Successor to

Arnold & Dyer Advertisers Agency Philadelphia and New York

Newspaper, Magazine, Street Car and Bill-board Advertising Business Literature Publicity and Merchandising Counsel HOW \$15,000 MIGHT BE SPENT IN THE SOUTH TO ADVERTISE FLOUR.

AN IMAGINARY CAMPAIGN BOTH FOR ONE STATE AND FOR COVERING THE WHOLE SOUTH IN A LIMITED WAY —CONDITIONS AND RATES IN SOUTHERN STATES.

[EDITORIAL NOTE.—This imaginary conversation is constructed from actual consultation by a PRINTERS' INK man with Mr. Prudden, of Frank Seaman, Inc., and Mr. Laurence, of the George Batten Agency, and represents general advice applicable for advertising articles of general household use. The advice is necessarily incomplete, but is aimed to be generally suggestive.]

Scene - Office of Advertising

CHARACTERS—Advertising Agent and Prospective Advertiser in

Southern States.

PROSPECTIVE ADVERTISER — To get down to brass tacks right away, I've got \$15,000 to spend in advertising my brand of flour through the South. It's a good flour for the household. Now I figure I can buy a pretty extensive hearing with \$15,000.

ADVERTISING AGENT—You can cover the South with that amount of money, but you can only hit the high spots. How's your dis-

tribution?

P. A.—Only fair. In Virginia it's better than it is in Louisiana. Consumers seem to like it when they try it, but sales are slow.

A. A.-Well, do you know, I do not believe that they could be quickened very much by scattering your money all over the South. There are a good many things to consider. In some parts of the South, in remote rural sections, flour is considered a luxury and used as such. Owing to habit and lack of money some of the farmers' families eat corn bread. So first along at any rate I believe it would be wise to direct your advertising to the communities that can afford in the greatest proportion to purchase the flour. I mean the cities.

P. A.-How many cities can I

cover?

A. A.—Well, if I were in your place, or rather if you place the

account in my hands, I should not try to skylark all over the Southern territory, but great should concentrate upon first one state and then another. This must be a newspaper campaign; magazines in the South as a whole are little read. One well-known magazine with a total national circulation of 500,000 has only about 38,000 of this number in the nine states of the South. So we'll cut out the magazines and look to the newspapers. More than that, if you say the word, we'll first take up Virginia and get the goods started there.

P. A.—But how long will the

\$15,000 last?

A. A.—Well, that depends upon how long you advertise and how often you use space. Suppose you want a year's campaign, twice a week, in a selected number of Virginia papers, with 200-line copy an insertion. This means about 10,000 lines a year. If this is the case we can make your appropriation carry your advertising through five or six states—say, Virginia, North Carolina, South Carolina, Florida, and Alabama. You will really be able to get into a lot of cities, using exclusively daily newspapers.

P. A.—How big will my space be and where will they put me in

the paper?

A. A.—Your copy will be seven inches across two columns. The Southern papers, as a whole, are very ready to grant favorable positions on a contract like this. When will you be ready to begin advertising?

P. A.—As soon as possible. A. A .- Very well, then, for the present let us take Virginia. I'll show you what we can get there. (He reaches for his rate-cards and his newspaper directory and does a turn at figuring for a few moments.) Here is what we have. We'll buck the thirteen superstition and take that many cities. Here is what we will spend: Richmond, two papers, \$1,000; Norfolk, \$800; Bristol, \$150; Charlottesville, \$75; Danville, \$125; Fredericksburg, \$100; Lynchburg, \$150; Newport News, \$75; Petersburg, \$125;

You are Interested in Advertising—are you Influenced by it?

Has an active campaign, in the leading magazines with scarcely an issue missed in twenty years, sufficiently attracted your attention to permit you to cite it as an extraordinary example of trade mark exploitation?

As you read this, can you name this particular trade mark—representing the largest business of its kind in the world? It is appearing in the current issues of all the important magazines as it has steadily for many years.

■ Give yourself the test. And know whether consistent, persisting advertising influences you.

There were things doing in 1847 Watch this space

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ods

of py out he p-

png y, th a. mouth, \$60; Roanoke, \$250; Staunton, \$100; and Winchester, \$50. These figures are, if anything, a little high, but we'll be on the safe side. For \$3,060, therefore, you will have the advertis-ing before the best Virginia centers for a whole year, the ads to appear twice a week. Virginia is a very big possible user of your flour, and the money ought to show satisfactory returns, to say the least.

P. A.-But don't you think we should go into the smaller cen-

A. A.-Not until you have your goods moving in the larger places, Later on we may think of getting to the farmer. Billboards may be used later on. The Southern farmer is a good prospect. The smaller farmers a few years ago in the South were poor users of descriptions. This was beadvertised goods. cause a system of barter prevailed to a great extent in the cotton districts, particularly those parts quite remote from the large towns. The farmer would take his crop to town, make it over to some merchant and then take goods from the store and have them charged to his cotton account. This system made him feel more or less obligated to the grocer, whose suggestions as to what to prevailed. generally farmer would not insist upon getting some advertised product. even if he wanted it. But that practice is passing away and we may be able to consider him later on. We may be able to get into Georgia when we have got a start in other Southern States. Georgia is a proposition to be handled separately, as is Texas. In Atlanta alone it costs about \$1,900 to keep 200 lines going twice a week in three papers. It's a tip-top buying public, but your restriction to \$15,000 will make it necessary to reserve this territory till ten or twelve months from now. In the second year's campaign we can get after the rest of the South.

TO COVER THE WHOLE SOUTH.

P. A.—But can't you give me some idea of what we'll have to

do to cover the whole South and some of the conditions that we would have to consider?

A. A. (reflecting a moment)-An advertising man cannot think of the South as a unit, as a student of geography would. It's a field presenting varying market conditions. As a whole the South has more morning than evening papers. This is explained by its having fewer manufacturing and

industrial centers.

Now you asked for a bird's-eye view of a comprehensive Southern campaign. I'll give you a very general idea. (Rings for boy, who brings several lists.) We could advertise your flour all through the South with a \$15,000. appropriation, the copy to run six months, twice a week, seven inches across two columns, as follows: Birmingham, three papers with a total circulation of 60,000; Jacksonville, two papers with a circulation of 30,000; Atlanta, three papers with a circulation of 160,000; Savannah, two papers with a circulation of 17,000; Louisville, three papers with a circulation of 106,000; New Orleans, three papers with a circulation of 70,000; Columbia, S. C., one paper with a circulation of 15,000; Charleston, one paper with a circulation of 9,000; Dallas, Texas, one paper with 52,000; Galveston, one paper with 27,000; Houston, two papers with 55,000; San Antonio, two papers with 27,-000; Richmond, Va., two papers with 45,000; Knoxville, Tenn., two papers with 28,000; Memphis, two papers with 49,000; Chattanooga, two papers with 31,000. Such advertising as this could only be entered into on the basis of a thorough distribution and with the knowledge that the dealer had been interested and was in position to co-operate forcefully. You understand that your advertising in the towns I have named will not only cover those centers, but will reach a large part of the intelligent rural population. prosperous farmer and the smalltown merchant and manufacturer are careful readers of the papers that come from his nearest important city.

The new advertising rate of The Christian Herald goes into effect with the March 30th issue. Forms close March 16th.

aku-aeth gisd

If you send your order and copy before February 23rd, you can catch the March 9th issue and thus you can use thirty-four issues at the old rate of \$1.25 a line.

That means you get an all-home circulation guaranteed to be "far in excess of 300,000 copies weeekly" at a rate which is fair for 200,000. In other words, you get a bonus of over 100,000 circulation by ordering space NOW and starting insertions not later than the March 30th issue.

For all new business received after March 16th the rate will be \$1.50 a line flat.

Space in the Christian Herald at the old rate of \$1.25 a line is the biggest advertising bargain of the season. But you must act now.

OTTO KOENIG Advertising Manager Bible House, New York

BIG NATIONAL ADVERTIS-ER'S CAMPAIGN IN SOUTH,

COMPREHENSIVE LIST OF MEDIUMS USED-AN INDICATION OF IMPOR-TANCE OF SOUTH AS A MARKET-AN UNUSUALLY LARGE LIST.

One very large national advertiser, selling a food product of universal use and universal fame, is showing full appreciation of the South as a section by the use of a most comprehensive and lib-

eral list of newspapers.

This advertiser is not willing to be named in connection with its list of mediums, neither is its agency one of the largest in the country; but on the basis of the considerable general value of such a list, PRINTERS' INK has been able to persuade the advertiser to permit the publication of the list it-The South is a new field to many advertisers and its newspapers are not so well known as those of other sections,

While this list does not, of course, pretend to include every worthy Southern newspaper, it is nevertheless extremely well cho-

sen as far as it goes.

Alabama Birmingham, Age-Herold, Ledger, ews.

Mobile, Item, Register. Montgomery, Advertiser, Journal.

ust Smith, Southwest American, Times Record, Arkansas Fort Smith, Hot Springs, Bulletin, News, Sen-Little Rock, Democrat, Gazette. Florida

Jacksonville, Times-Union, Metropohis.

Pensacola, Journal. Tampa, Tribune, Times.

Georgia Atlanta, Constitution, Georgian, Jourmai.

Augusta, Chronicie, Herald. Columbus, Enquirer-Sun, Ledger. Macon, News, Telegraph. Rome, Tribune-Herald. Savannah, News, Press.

Kentucky Bewling Green. News Democrat, Times Journal. Post. Herald, Leader. Covington, Lexington, Louisville, Journal, Post, Courter Merold. Dwensboro, Inquirer, Messenger, Paducah, News Democrat, Register,

Paducah,

Louisians New Orleans, Item, Picayune, States. Times Democrat. Shreveport, Journal, Times.

Mississippi Jackson, Clarion Ledger, News. Meridian, Dispatch, Star. Vicksburg, American, Herald, Post. North Carolina

Asheville, Citisen, Gasette News. Charlotte, Chronicle, News, Observer. Durham, Herald. Jurnam, 110700. Freensboro, News. Ialcigh, Times,

Raleigh, News and Oh.

Wilmington, Dispatch, Star. Winston Salem, Journal, Sentinel. South Carolina

Anderson, Mail. Charleston, News and Courier, Post. Columbia, Record, State. Greenville, News, Piedmont, Spartanburg, Herald, Journal.

Tennessee Chattanooga, News, Times. Knoxville, Journal and Tribune, Sentinel Memphis, Commercial Appeal, News Scimitar.

Nashville, American, Banner, Tennessean.

Texas exas
Austin, Statesman, Tribune
Beauwont, Enterprise, Journal.
Dallas, News, Times Herald.
Denison, Herald, Times.
El Paso, Herald, Times.
Forth Worth, Record, Star Telegram.
Galveston, News, Tribune.
Houston, Chronicle, Post,
San Antonio, Express, Light-Gazette.

Virginia Waco,

irginia
Waco, Times Herald,
Bristol, News, Herald Courier,
Danville, Bee, Register,
Harrisonburg, News, Times,
Lynchburg, Advance, News,
Newport News, Press, Times Her-Newport

ald.
Norfolk, Landmark, Ledger Dispatch,
Virginian Pilot.
Virginian Pilot.
Petersburg, Index Appeal, Progress.
Portsmouth, Siar.
Richmond, Journal, News Leader,
Times Dispatch.
Roancke, Times, News, World.
Winchester Star.

West Virginia
Bluefield, Leader, Telegraph.
Charleston, Gazette, Mail.
Fairmont, Times, West Virginian.
Huntington, Advertiser, Herold Dispatch. Parkersburg, Sentinel, State Journal. Wheeling, Intelligencer, News, Reg-

RATHER DOUBTFUL ABOUT AD-VERTISING.

ister.

PUTNAM'S MAGAZINE.

New YORK, February 5, 1910.

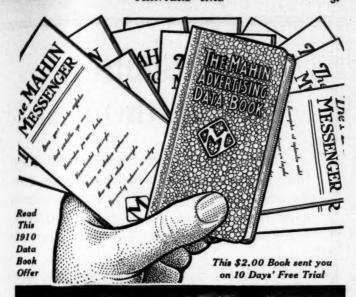
Editor of PRINTERS' INK:

I find I have been cut from your free list, against which I cannot complain, as I am afraid Patnam's is rather a doubtful prospect for advertising.

I cannot get along without your paper, and so am enclosing check for a subscription.

per, and so subscription.

J. P. CURTISS,



How to Judge

OHN LEE MAHIN has prepared ten tests of an advertisement. They form the first and only complete set of tests for advertising matter that has ever been published. They are printed on pages 364-370 of the 1910

Mahin Advertising Data Book.

This is the book of which S. C. Dobbs, Advertising Manager of The Coco-Cola Co., and President of the Associated Advertising Clubs of America, wrote: "I could not properly run my business without it."

What Get in the 1910 Data Book Iou

Rates of Magazines, Newspaper, Agricultural, Literary, Foreign Language, Educational and Poultry Mediums. Also Street Cars and Bill Posting in United States and Canada. Statistics covering hundreds of important facts such as family expenditures, manual laborers, wage earners by classes, wages of factors wathers

by classes, wages of factory workers in cities, etc.

Articles on the "Value of Colors,"
"Something about Type," "Local
Mediums," "General Mediums,"
"Street Cars," "Mahin Automatic "Street Cars," "Mahin Automatic Cost Table of Bill Posting," etc.

New Copyright Law which went into effect July 1st, 1909, is explained by one of its framers in such a way that all can understand.

Besides, the Data Book answers 100,000 practical questions of every-day interest on advertising and selling.

Let us send the Data Book on 10 Days' Free Trial



If at the end of that time you want to keep it, send \$2.00 and receive as additional good measure, a handsome bound book of Mr. Mahin's lectures, and that bright little monthly—the Mahin Messenger—for a year. A postal will do.

MAHIN ADVERTISING COMPANY

902-952 American Trust Building

Chicago, Illinois

The South Is Buying the Best

To enable you to cover the Great Southern Market most economically and successfully, we offer 16 years of experience here—a thorough knowledge of the field—intimate personal acquaintance with local conditions.

We are pioneers in this territory and point to our record with pride.

We were the first advertising agency to handle the advertising of the Coca-Cola Company. To-day it is the largest advertiser in the South—and we still number it among our clients.

Take advantage of the offer we make you on the next page.

The Massengale Ac

Home Office Cand

The Largest and Olde Adver

Ask For This Information

Tell us what you want to sell in the South, and we will make a thorough investigation and give you a complete report as to the possibilities of the Southern market for your goods.

We will inform you of the exact conditions—the existing competition—the sections of the South best for you—the methods by which you can push your goods with largest results at least cost.

Or if you wish information about any state, country or city in the South we will give you facts, figures and suggestions.

Your request for information will not obligate you in any way, shape, form or manner. Prompt attention to all inquiries.

ald Advertising Agency

Office Candler Building
NTA GEORGIA

t

Older Advertising Agency in the South

PUNCTURING SOME ADVER-TISING AIRSHIPS.

THE GENERAL PUBLICITY NOTION—
THE DELUSION THAT CIRCULATION
IS ADVERTISING—THE FALLACY
THAT ADVERTISING IS "SALESMANSHIP-ON-PAPER"—DEALER IS ONLY
A DISTRIBUTOR—ADVERTISING MAN
NOT A DESK MAN—THE FOOLISHNESS OF SEEKING COMMISSIONS
DIRECT—ADDRESS AT BUFFALO,

By Truman A. DeWeese.

Director of Publicity, Shredded Wheat Company, Niagara Falls.

There is the prevalent notion that publicity is advertising. Perhaps it is for some kinds of commodities, but in nine cases out of ten it may be affirmed with reasonable certainty that publicity is mere notoriety; that it makes the name of a commodity well known without creating the slightest desire on the part of the consumer to possess that commodity. other words, it popularizes a name without selling the product. It gives no reasons for the purchasing of the product advertised. Take Shredded Wheat Biscuit, for example. If we put the name of our product in an electric sign on the top of ten buildings in every city and town in the United States I do not believe that it would sell an extra case of biscuit. That would be publicity of a very expensive and dazzling kind, but it wouldn't sell shredded wheat. If we converted this expensive form of publicity into advertising, however, by placing two or three lines under the name of the product, telling what it is, how it is made, and why you should eat it, there is a possibility that even this sort of airship advertising might have some appreciable effect upon the sales of shredded wheat.

Another pet fallacy which apparently has a strong hold upon the minds of publishers and solicitors is the notion that "circulation" is advertising. In searching around for something tangible to offer the advertiser, the solicitor falls back upon a tabulated statement of subscribers showing them by towns and cities and villages.

Of course the advertiser has no method of ascertaining the accuracy of these tabulated statements, and even if he had, he has neither the time nor the disposition to apply it. The fact is, a tabulated statement of circulation means nothing to the advertiser unless it can convey to him some idea of the quality of the circulation. hundred thousand subscribers to a publication who do not wear suspenders are of no value to the advertiser who is in the suspender business. This is where the selling of mere circulation to an advertiser becomes an expensive joke. Not one advertising representative in a hundred takes any account of the advertiser's peculiar proposition, nor does he pretend to analyze his product in any way.

The buying of a circulation that doesn't "circulate," or a circulation that doesn't reach possible consumers of a particular product, is the source of the greatest waste in

modern advertising.

Another popular fallacy which has attained great vogue among clever advertising men and which might as well be punctured at this time is the notion that all advertising must be "salesmanship-on-paper." Quite a number of clever and prolific writers who have the gift of felicitous utterance have been ringing the turn on this expression for several years past, until many advertisers have been led to believe that advertising which is not "salesmanship-on-paper" is not advertising. This is a misleading fallacy which should be vigorously combated by those who are in the advertising business. I am not in the general advertising business. I am spending the money of a big corporation to advertise their products. If I were in the advertising business, however, I would combat with all the resources at my command the theory that all advertising must effect direct sales of merchandise. As a matter of fact, only mail-order advertising may be said to be "salesmanshipon-paper." Although our company spends a half million dollars a year in all forms of advertising, we are not able to trace direct sales to any particular advertisement in any particular medium. Our advertising is all educational.

And then there is the fetich of "plain talk" copy, an airship in which a good many deluded advertisers are sailing and which no one seems to take the time or trouble to puncture. "Plain talk" copy is all right until it degenerates into mere gabble and drivel. There is such a thing as getting too familiar with the reader. Familiarity sometimes breeds contempt in advertising as well as in social intercourse. "Plain talk" if persisted in by a writer who has the gift of gab is very apt to peter out into flatulent flapdoodle. Talk is cheap-except when it is printed on a magazine page that costs \$6 a line. Of course it all depends on the commodity advertised and the kind of people you are trying to reach. The kind of women who buy washing machines can sometimes be effectively appealed to through back-yard, clothes-line conversation; but this sort of drivel cannot be used to interest a business man in an automobile.

And this brings us to another airship in which vanity sometimes rises into realms of fog and foolishness-that is, the idea that the portrait of an advertiser adds anything of advertising value to an advertisement or that it increases the desire to possess the article advertised. I have defined advertising as "the art of creating a new want." Does the picture of Mr. Gillette fill you with the desire to use his safety razor? There is a lot of fatuous flubdub in the trade-mark argument. The only trade-mark that could ever give real advertising value to a safety razor is the picture of the razor itself or a picture of some person in the act of using it. Is Mr. Gillette selling his face? don't believe the picture of the average face inspires confidence. I think it merely impresses the reader with the overweening, overpowering vanity of the advertiser.

Another airship that has been exploded a good many times, but is still pushing its balloon-like pro-

500,000 Families Pay Annually \$2,750,000

in subscriptions to receive Collier's every week. If they spend two and three-quarter millions for a single periodical, how much do they spend for advertised articles—the necessities and luxuries of life?

I when I say 500,000 families I mean that Collier's absolutely guarantees that amount for every issue in which an advertiser's announcement appears. If, at the end of a year, the circulation audit shows any shortage the advertiser promptly receives a pro rata refund. It is further guaranteed that 95% of the 500,000 shall be net paid.

If When you buy space in Collier's you know you will pay ONLY for what you get. This is not a concession; it is what you and every advertiser is entitled to from any publication.

E. l. Catterson.
Manager Advertising Dept.,

Colliers

THE NATIONAL WEEKLY

New York

Chicago

Boston

Toronto

portions through advertising space is the notion that a modern dealer is anything more than a distributor. Time was when the retailer might have been properly regarded as a salesman. Under the twentieth century development of advertising, however, he is merely a part of the vast machinery of distribution through which manufactured products finally reach the consumers. applies to the dealer in staples as well as the dealer in specialties, for we have arrived at the time when advertising is not confined to specialties but is employed by the big manufacturers of staples to create a demand for their particular trade-marked goods. You can easily remember the time when to advertise a particular make of white flour would have been regarded as a sort of commercial sacrilege-an unnecessary and wanton waste of the profits accruing from the milling industry. In the last few years, however, the rapid strides of the whole wheat breakfast foods in popular favor have drawn the big millers into very extensive and expensive advertising campaigns in an effort to popularize their particular brands of white flour. In the meantime the people are being gradually educated to make whole wheat foods a more important feature of their daily-dietary, and so we witness a strenuous struggle among the big white flour millers to hold their business -a struggle almost as strenuous and interesting as the efforts of the big breweries to stem the tide of prohibition that is sweeping up from the Southland. It is the business of modern advertising to create a demand for manufactured commodities. The retailer simply supplies the demand. He is no longer a salesman. He has no time to be a salesman. He is a distributor.

Another airship that has a rainbow attachment without any rudder or steering gear which coaxes thousands of farmer boys away from the cornfields to the cities is the notion that you can make advertising men through correspondence schools. You can't

make Long Island squabs out of billy-goats by correspondence lessons. If you want squabs you have to breed them. You have to breed advertising men; you can't make them by correspondence. Advertising calls for creative talent—for inventive faculty. It is easy to sell space, easy to manufacture plates for newspapers and magazines, but somewhere behind the guns is the artist, the writer, the manufacturer of ideas. He is born, not made. The most you can get from correspondence schools is general and sometimes valuable information regarding the practice of advertising; also possibly a better knowledge of English composition. No genius ever devised a system of correspondence lessons clever enough to put the creative, inventive faculty in a brain where nature didn't put

Another foolish fallacy that is responsible for much "dry rot" in advertising is the notion that an advertising man should be a "desk man." No man ever evolved any new or original idea regarding the exploitation of his own product by sitting at a desk listening to advertising solicitors or by dictating letters in answer to their requests for advertising. As a matter of fact, the waste-basket is the proper place for seventyfive per cent of the letters that reach the advertising manager's Most letter-writing is a desk. waste of precious time and gray matter. Ideas are the things that count in advertising.

Out at East Aurora, Erie county, New York, is a man who quit the soap business a good many years ago to found a shop for making and selling ideas. A man with a brain bulging with phosphorus plus was too big for the soap busi-You may not like all the ness. ideas that come from the "headworker" of the Roycroft shops, but you will have to agree that he is clever enough to cash in most of these ideas at a good price and that the Roycroft institution is one of the great advertising successes of this country. Ideas are the dynamics of advertising. Go out and get them.

Who Makes the Purchase

Ever since advertising approached a science, publishers have been trying to decide who the buyers are—men or women. Some say the men, others the women—usually according to the class of publication represented, but unbiased observation seems to show that no one class can be approached to the exclusion of the other.

On the farm this is particularly true because the husband and wife are so intimately drawn together in mutual effort that neither one takes the initiative without con-

sulting the other. That is why

The Farmer's Wife

The Largest Farm Paper for Women

has proven such a profitable medium for every kind of advertised product from automobiles to trade marked tinware.

For example, consider the purchase of an automobile. The farmer easily contemplates its many profitable uses, and is readily open to conviction through advertising, but one automobile concern has found that by interesting the woman through her own paper, THE FARMER'S WIFE as well as the men, the necessary salesmanship is completed to make speedy and profitable sales. Farm implements could be successfully advertised along similar lines. As a general medium, to interest the woman on the farm, there is nothing better than THE FARMER'S WIFE.

It goes into 150,000 prosperous middle west farm homes—covering a section which represents the major part of the wealth of the country—a section which every progressive manufacturer is trying to control. No waste, newsstand or give away circulation—every subscriber is an interested progressive sensible woman, who takes the paper because she is interested in its contents. The circulation is guaranteed by the Association of American Advertisers.

A clever piece of literature entitled "The Blazed Trail" will be sent to any inquirer.

WEBB PUBLISHING CO., Publishers St. Paul. Minn.

GEO. W. HERBERT, Western Representative, 1736 First Nat'l Bank Bldg., Chicago. WALLACE C. RICHARDSON, Inc. Eastern Representatives, 41 Park Row, New York,

INTERESTING ADVERTIS-ING IN THE SOUTH.

BRIGHT BUSINESS COLLEGE COPY-STRONG SERIES OF LOCAL ELECTROS FOR WOODBURY'S - WHOLESALERS WHO ADVERTISE-HOW THE WHIS-KEY MEN ARE GETTING AROUND THE TEMPERANCE SITUATION.

There is no surer indication of the trade and activity of a section than its daily current advertising. The energy and ingenuity of a community is well reflected in the advertising it does.

Throughout the South will be

When a common as having day goods we believe on our analyse every consistent with recommendate or picture, and one with the eye open when the new alterning that he aspects affired at passes to be seen to appear, to they from any other house. These are severy words and then may around this teathing lies we have mode good offsepore as have had the approximate and flows accrossed one beamon your after more right flowing by pillow were practice, action follows. I saids pathod actio word practice. Date offices goods so more, only going cores merchant follow course, start to conquision when the mily founds more validate executandors, exity amending more starting proup beings selected to a so concentrate the result.

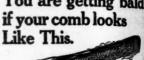
If you are phasoning to rese the market at all you thould not had no code to Memphin are to see our closs before you make a trade for your gramm's bell. The Memphin Commercial association, make the term of research production who have not Memphin. If you are gaing to press Eaglern or Sorthern create get a stiprover privilege and air outlines before you get on. We between on one stately you than not differently one testing to be better you guide more stately and our convey stated to provide that you will get distribute. this care a the largest sectionwise wholesgic league in the whole crossed South intuit connections, and one disorders in publish to provide a appare divide sharement on the way of another, and appeals relate, than are retain faque or management refer. Wm. R. Moore Dry Goods Co

We prefer to meet every merchant who buys goods from us and would like to have him visit the market in person during this week.

is reproduced one of the typical ads which have recently appeared. You are getting bald

In one respect the South is a leader - in its advertising by

wholesalers to buyers. Herewith



WOODBURY'S Hair Tone saves the hair when buildness the reaters. It is the only Hair Tonic made from the formula of a dermatole gist. During the past forey years the Specialists at the Famous WOODBURY and scalp troubles, and when you use WOODBURY preparations you get all the advantage of this var experience.

Woodbury's Hair Tonic

saves the hair when all other prepara-tions fail. It brings new life and vigor to the hair and makes it beautiful and abundant. It stops falling hair; in-stantly relieves itching ecal pad nemowe dandruff. A trial will convince you. Two See-28c. and \$10.00.

MOSELEY-ROBINSON DRUG CO., Agents, Memphis, Tom

HOW WHOLESALERS ARE ADVERTISING.

found some exceptional local ad-Wherever the new vertising. Southern spirit has taken hold the evidences of aggressiveness are plentiful.

> OAN me your boy for four months I will not make a tinished business man of him, but I will give him an excellent foundation.

I will give him the "ground work I will have no time to get in the "frills," but will give him something which is better; A training which will enable him to get a

A training which will enable him to get a position.

A raining which will enable him to get a head to be a position to the position of the pos





ner Dexter Avenue and Perry Street. MONTGOMERY ALA

AN EXCEPTIONAL DEALER'S ELECTRO.

This kind of advertising is entirely unique, and shows a progressiveness among wholesalers quite in advance of that shown most Northern distributors.

A business college in Montgomery is also putting out copy a little stronger than advertising of the same kind most anywhere else in the country. The personal tone, the straightforward note of frankness, is very effective.

Among the advertising service furnished to Southern retailers, come of the best is furnished by Keen Kutter hardware and Woodbury's preparations.

The whiskev advertising is naturally quite voluminous, since the severe restrictions have been made

GOOD COPY FOR BUSINESS COLLEGE.

Place Your Heaviest Advertising in 1910 Where the Records Show Greatest Growth in 1909

Consider Seattle. It's growing so fast that mere figures scarcely express it. But just as an indication of growth we'll mention that in 1909 building operations increased 50% over 1908, while bank clearings increased 25%. Ten years ago Seattle was a town of 30,000 inhabitants. To-day it's a metropolis of 310,000 and the focal point of a population of 1,600,000. Here is a market for you—a populous, prosperous, profitable market-and it can be covered easily, effectively and economically through the

SEATTLE TIMES

The Times is the fastest growing medium in the fastest growing market in the world. Here are the figures showing the Times growth:

The circulation of the Times for January, 1910, was.

Daily, 63,969 Sunday, 83,112

This represents a gain over January, 1909, of 6,551 daily and 6,422 Sunday.

The Advertising carried by the Times during January, 1910, was 1,021,818 lines. A gain over January, 1909, of 162,134 lines, or nearly 20%.

The growth of both Seattle and the Times proves the value to you of both the market and the medium.

TIMES PRINTING CO. | The S. C. BECKWITH SEATTLE WASH.

Special Agency Sole Foreign Representatives New York Kansas City

AFTER thoroughly discussing the merits of the various newspapers of New Orleans the local club of the American Druggists Syndicate, consisting of over seventy members, unanimously selected the

DAILY STATES

to carry its advertising.

These druggists are on the spot and know how the States pays the man that advertises.

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

New York Kansas City Chicago throughout the South. Whiskey now becomes a "medicine," as will be noticed in the ads shown herewith.

CORN WHISKEY

During bad weather when each member of the family is exposed to colds, coughs, and is grippe, be

CHECKERBOARD CORN WHISKEY

This issues own whitesy is excellent for making good reliable home remedies. It has a very high degree of purity and possesses a very delicate and pleasing fiscor. No medicine cheet is complete without it.

We have used every effort to make CHECKED. BOARD WHISKEY the BEST CORN WHISKEY in the world and we believe there is none better. We are setting it at very low wholcools prion direct to you.

Place your orders today

CLARKS BROS. & CO., Diego, PEORIA, EL

NOTE THESE VERY LOW PRICES

Express 4 Full Quarts \$3.25 Express
Prepaid 12 Full Quarts 8.00 Prepaid

National Importing Co.

EAST ST. LOUIS, ILL.



HOW SOUTHERN WHISKEY ADVERTISERS
GET AROUND PROHIBITION.

Department store, bank and jewelry advertising in the South is frequently of a very high grade.

The fourth volume in the series "Some of the Things 1909 Farmers Buy" has been issued by Farm and Fireside. It deals with Pennsylvania, and discloses some of the rather unknown facts about this state, which ranks second in agricultural wealth. Seventy-four per cent of farms are owned by operators. As customary in the series, some very illustrating data is given concerning the trade-marked goods bought by specific farmers and sold by specific dealers.

REBUTTAL FROM MR. BENSON.

THE ADVERTISING DEPARTMENT. R. WALLACE & SONS MFG. Co. WALLINGFORD, CONN., Jan. 4, 1910.

Editor of PRINTERS' INK:

In return for Mr. Cary's solicitude over my frivolous spirit, allow me to ask him a question.

Are you, Mr. Cary, one of those who reat the seriousness of life—and, therefore, business, for life nowadays is nother than the seriousness of life. ing but business—seriously? At least, then, we start with the same hypothesis—that life is irrevocably solemn. But is an excitant more efficacious than an antidote? A very clever man once said somewhere that life was entirely too serious to be taken seriously. But in fairness I must admit that he was a frivolous writer-most enjoyable ones

have this unfortunate attribute.

May I ask again, Mr. Cary, whether at advertising dinners, or meetings, you have not at times become a bit exasperated at the speakers' rhapsodies over business "science" and "psychology"? I do not refer in this connection to the few (but so very few) who have a sense of proportion and can and do speak understandingly of these things, but to the hordes of inconsequential and indiscriminating enthusiasts chortling

nonserminating enthusiasts chorting over a new toy.

Possibly because my talk was not printed in the whole of its virgin purity, but only in part, you did not realize that I uncorked the vials of my frivolous wrath not upon science as science, nor upon psychologists as psychologists, but upon extremes and extremists. Science of psychology as a means to a end of psychology, as a means to an end possesses undeniable value. But what possesses undeniable value. But what a faulty perspective result, when the means is apothesized and exalted beyond its proper sphere as a humble assistant. You doubtless remember the man who cured a stomach ache with Peruna—and then continued to use this sovereign remedy as a preventive. True, he never had another stomach ache, but

Society must be protected by conven-Society must be protected by convenions; criminals must be restrained by laws; business must be transacted with scientific knowledge. Yet there are a few minds keen enough and strong enough to discern and eliminate the germs of red tape that exist in these three regulators.

germs of red tape that exist in these three regulators.
"Science" and "psychology" in the advertising sense are mere words, slogans that are sung and shouted with a feverish abandon that carries both orator and audience into emotional clouds, blinding them to a true sense of the mission of these factors. It may be true that reforms cannot be obtained without heroic measures. Business undoubtedly needed systematizing, and advertising wanted a more solid foundation. A great deal has been accomplished in this direction, but are we not overshooting our mark a trifle,

complished in this direction, but are we not overshooting our mark a trifle,

With belated courtesy, permit me at last to answer your question, and say that my frivolity does not go to the extent of calling my business—you will pardon me if I do not use the word profession—the "advertising game."

STUART BENSON.



In the big city of New York there are quite a number of advertisers and advertising men whose early days were spent "up state." We have never yet spoken to one of them about the UTICA

SATURD

who did not know it as one of his boyhood friends and hold it. even now, in cheerful memory. Several of them still read it regularly, and many of them will mention that the "folks up home" still take it each week.

Try it on some of your own acquaintances of "York State" or interior New England antecedents.

Now, the UTICA SATUR-DAY GLOBE with its one hundred and forty thousand circulation in homes of thrift, comfort. and intelligence, is a far greater power than it was in those days.

Its columns are open to the messages of the legitimate advertiser who wants to reach interior New York, New England and adjacent states.

If the real "blood and bone and sinew" folks of that territory are business prospects, your UTICA SATURDAY GLOBE offers you an opportunity to reach them with economy that is startling when you consider the cost of other and less effective methods.

May we prove it to you?

SMITH & BUDD CO. Advertising Representatives Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

THE "UNDERWORLD" OF ADVERTISING.

THE NERVY FAKERS WHO TRY TO GET THE PUBLIC'S MONEY THROUGH THE POWER OF PUBLIC-ITY—SOME FAMOUS CASES—HOW PUBLISHERS PROTECT THEMSELVES—SMOOTH SCHEMES BEING WORKED.

By Lynn G. Wright.

Advertising in its short and eventful life of fifty years has had its Robin Hoods, its Fagins and its Raffleses-smooth and daring "workers," to whom, more often than not, even our own Dr. Cook would have to yield in point of But, unlike the Brooklyn pole-claimer, these picturesque daredevils have not had usually to go hiding, or, unlike Captain Kidd, have not had to bury their booty in the ground; even to-day some of the cleverest exploiters move in our very best circles, and put their money in the bank.

It was Charles W. Mears who said recently that advertising has had to cleanse itself of its inheritance. Its present good repute and established character is the outcome only of a long and bitter struggle that has overthrown the tricksters, the swindlers and the whole gang of advertising second-story workers that used to fatten upon newspaper and magazine

publicity.

So few illegitimate schemes can now be "put across" by means of advertising in reputable newspapers or magazines that the beginning of 1010 finds the highwaymen and the confidence men of the advertising columns fairly on their way to ultimate extinction. This does not mean that the crooked advertisers are not still roving about in numerous bands. They may still be found clustering thickly upon the pages of journals that would rather have money than clean papers. But more and more publishers are coming to the point of seeing that it is their duty to protect their readers from being imposed upon by frauds set forth in their advertising columns.

Where ten years ago there was one publisher who investigated carefully the character of advertising, there are to-day ten who will spend good money to keep out the bad stuff. Some day psychologists will point out that the publishers of many newspapers in the period from 1850 to 1900 and after offered as fine examples of dual personalities as could be found anywhere. These publishers have usually been exceedingly careful as to what they printed in their editorial columns; as Dr. Jekyll, they would have thrown the would-be briber of their news columns out of doors. But, as Mr. Hyde, they would shake by the hand the advertiser of a phony proposition when he came into their ad rooms to buy space. These publishers often were, and are, pillars of the church and Ar citizens, and would resent vigorously the accusation that, by printing dishonest advertising that euchred many readers out of their money, they were really partly to blame.

As a matter of fact, the publishers had an argument that was a doctrine of commerce-that of caveat emptor, "let the buyer be-ware." "Why should we keep our readers from having their eyeteeth cut?" they asked. "What wrong is there in letting David Harum advertise a bunch of horses for sale in our columns? And what right has any John Smith or Peter Brown to come back upon us if he looks the horses over and picks out one that has poor wind or a bad spavin, even if the animal was doctored a bit? It's his fault if he gets stung, and that's all there is to it."

The sharpers were quick to see what a powerful assistant was advertising, which reached out afar its wonders to perform. By means of it they were given a plausible entrance to thrifty homes, where credulous folks looked none too deeply into attractive offers. Particularly thid the readers "rise" to baits like cure-alls, get-sich-quick schemes, and something for almost nothing. A well-known writer upon financial topics has said that the mass of Americans know pitifully little about finance. Certainly unlimited ignorance must be assumed to explain why so many hundred mining, oil and development fakes have taken so much money from

the plain people.

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Typical of the land development fake, widely advertised in an endeavor to prosper, is the campaign carried on by the Ubero Rubber Plantations Company, of Boston, which, unlike many crooked schemes, came to a bad end. It was notabie, too, for the well-known men and institutions whose names were mixed up in the scandal as interested parties. It lasted two years. It rose

It lasted two years. It rose like a rocket in the advertising pages of scores of mediums, and exploded like one in the law courts. A man, who was a banker of repute and ability, of Indianappolis was secured to act as the head of the company. His character had been proved, and his former unassailable reputation was a valuable asset when the concern began to sell its stock.

The Ubero Company really had a large tract of land in Mexico, perhaps as large as was claimed, 6,000 acres. The value of rubber as a crop was attractively set forth in the advertising campaign, which cost \$150,000. It was explained that rubber took a long while to mature, and therefore it was deemed wise to raise coffee and sugar in order to bring in Two or three quicker returns. officials of trust companies and a well-known railroad man were interested in the proposition, thinking that it was perfectly legiti-mate. Many thousands of dollars were secured in the two years that the advertising was carried on. The campaign came to a sudden end when the Government postal authorities investigated. The company soon found itself a defendant in suits for the recovery of money invested. It was claimed that no coffee or sugar was raised, and that the project of raising rubber was only a fiction. The flight of the president to France branded the whole organization as illegitimate.

A good many newspaper advertising men will recall how they made a bowing acquaintance with the Cuban Commercial Company. This concern claimed that it had a capitalization of \$3,000,000, and that its purpose was to carry passengers and freight from Cuba and Porto Rico to the United States. A former Wall. Street man engineered the deal. He sent out copy for ads to all papers, large and small, accompanied by a letter that read something like this:

Advertising Manager.

DEAR SIR: Enclosed please find copy which we desire run in your periodical thirteen times, on Saturdays. The matter will make one-quarter of a page. We would ask that a bill be rendered immediately, and we will pay at once. We enclose letter vouching for our standing. Trusting you will render us good service, etc.

The letter referred to was written upon the letterhead of a legitimate looking trust company. It vouched without qualification for the standing of the Cuban Commercial Company and practically guaranteed that it would pay all

bills contracted.

The papers swallowed the bait, sinker and line. The ads were run as directed, on Saturdays, and in the course of time bills were rendered. No money was forth-coming. The Publishers' Commercial Union and the A. N. P. A. then began to receive telegrams from papers which wanted to know if the account was "good." Investigation found that the trust company referred to was most evidently a fake, as it had only desk room in a Boston office. The name was fictitious, and the letterhead merely a piece of printing. But by that time the advertising had appeared part of the time asked for, and the Cuban Commercial Company most likely was in possession of the money sent in by ambitious investors.

Very often the newspapers have had only themselves to thank for running advertisements gratis. An advertising man of much experience said recently that if he were minded to be crooked, he could secure \$50,000 worth of publicity through newspapers, for

any scheme that looked at all proper. He would go at it this way, he said, just as had really happened before now. He would dispatch his copy to the list of newspapers he desired to use. With it he would send a letter asking that the ad be set up and held for running, subject to later instructions. Then, on Saturday morning he would send a telegram as follows:

Insert our ad in Sunday's paper, and send bill for same immediately.

The papers would usually run the ad. If any of them had a suspicion they would argue that it was worth while taking a chance. The paper had to be filled, and the crowding out of some unimportant news article would not hurt. Anyway, the advertiser would get his advertising, and could do as he pleased about pay-

ing for it.

The career of the King-Crowther Company, of Boston, was picturesque in the extreme. Sam Crowther floated into Boston and told one King that he believed that his farm in Texas had oil on Crowther was doubtless honest. King was in position to handle the proposition. He had been writing a column for one of the Boston papers called "The Idler." Most of the stuff that went into "The Idler" was paid for, and it was written up in "the man about town fashion." King thought Crowther's suggestion a good lead. He organized a company, calling it the King-Crowther Company, and set about selling stock by advertising. Big space was taken out in the newspapers all over the country, and the money began to come in by the thousands of dollars. This campaign went on its merry way for two years before an investor of \$25,000 wanted to know why she didn't get any returns from her money. Other suits cropped up and the situation became a difficult one for even so smooth a chap as King to handle. Harried, and with prison staring him in the face, he fled the country. He was arrested several months later when he returned to give himself

up, and he is now serving a stiff sentence in the penitentiary. It need not be said that the Crowther property had no oil.

THE "LUCKY BOX" EPISODE.

More amusing than otherwise was the brief and successful course taken by the "Afghan Lucky Box" fake. That isn't its real name, but it will do. A man who knew advertising methods found the maker of the boxes occupying a small corner booth in Boston, but doing a brisk trading in his lucky boxes. He was finding it quite lucrative to impose on the superstitions of the people. The advertising man thought he saw a chance to make a killing. He persuaded the boxman to do a little advertising. Something like \$300 was spent, and the cash returns were astonishing. business grew until the factory producing the boxes was filling a building in Worcester, Mass, The advertising campaign grew as the funds of the lucky box maker increased. The business was for the most part profit. The lucky boxes were only small wooden affairs, about one inch square, holding a 'gem" of potent powers, which turned out to be some common colored quartz.

The advertising stated that the boxes were made in the Orient. That is where it made a sad mistake. The postal authorities found that they were made by the thousands in Worcester, and thereupon forbade the firm to use the mails. The project, of course, then flattened out. But the "lucky box" had already made a lot of money for several

people.

Hotel advertising has been worked at a profit by a good many schemers. Only the other day two people presented a due bill for advertising while they were registering at a hotel in Atlantic City. N. J. The manager no sooner saw the paper than he refused to harbor the pair. It developed that the due bill had been sold at a big discount to the two who were going to use it in good faith. It was an old contract, and the hotel had taken its advertis-

The Woman's National Daily As An Agricultural Medium

The WOMAN'S NATIONAL DAILY has recently sprung into great prominence as a medium for agricultural advertisers.

It sells Gasoline Engines for Fuller & Johnson.

It sells Cream Separators for the American Separator

Company.

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ie ie is It sells Farm Lands for the Rock Island Route, Burlington Route, Missouri Pacific-Iron Mountain System, Cotton Belt Route and other representative railroads. It sells Farm Lands for numerous land advertisers of prominence who have gilt-edge propositions—no others are accepted.

It sells Incubators and Seeds for various concerns.

The WOMAN'S NATIONAL DAILY is a paying medium for agricultural advertisers, because it is a daily newspaper for the farmer and the resident of the small town.

70% of the WOMAN'S NATIONAL DAILY'S circulation goes to post offices of less than 3,000 population, R. F. D. addresses predominating the entire subscription list

The word "Woman's" in the title of the paper brings subscriptions from the farmer's wife, but the publication is a newspaper in every sense of the word and when it enters the farm home it goes the rounds of the whole family, appealing to the men as well as the women.

This unique daily newspaper for the farmer enjoys the confidence of its readers to a remarkable degree, and possesses an advertising influence that is best reflected in the splendid dollars and cents results we have been producing for agricultural advertisers who have given it a fair trial. On all advertising orders a

PROVED PAID CIRCULATION OF 300,000 COPIES IS ABSOLUTELY GUARANTEED

The advertising rate of 45 cents per line is surprisingly low. 2000 line yearly contracts, 40 cents; 5000 line yearly contracts, 35 cents.

Agricultural advertisers pay the average farm paper from 40 cents to 50 cents per line for each 100,000 copies. Our maximum rate figures

only 15 cents per line for each 100,000 copies.

Let us send you our subscription list for any town you may select—for a whole county, if you prefer. Compare our list of paid subscribers with similar lists from farm publications and we will convince you that we have the right to claim that our publication is a farmer's daily newspaper.

All we ask is a trial keyed advertisement calling for direct results.

Let us prove to you with actual returns that the WOMAN'S

NATIONAL DAILY should be on the list of every agricultural adver-

tiser who seeks business in the territory we cover.

Circulation by States, test subscription lists and other information can be had by addressing,

The Woman's National Daily

UNIVERSITY CITY, McCARTHY, Adv. Mgr. ST. LOUIS, MO.

Chicago Office: First Nat'l Bank Building. New York Office: Flat Iron Building. ing out of the hands of the agent who once had taken care of it. The agent, however, not feased at this, had made what profit he could out of his old connections.

The whilom publisher of a little magazine when asked if he could get "trade" at any of the good New York hotels, said, "Oh, yes, I always stop at the in New York," naming a high-class hostelry. How did he get the due bill? Oh, he took a contract for advertising from a certain man who handled some hotel accounts, paid the agent his cash commission, and then forgot all about running the ad. The agent never evidently checked up, and seemed to have little concern about the hotel getting its publicities.

licity, anyway. L. E. Palmer, of New York, manager of the A. N. P. A., in the course of one day, received fifty telegrams from newspapers asking if a certain hotel promotion concern of Brooklyn was able to pay its bills. It developed that the newspapers had received copy to run in the Sunday edition. Investigation opened up an interesting state of affairs. A number of men had organized to "promote" a disused hotel property in Brooklyn. The time was July, a very poor season for the selling of hotel bonds, which was the aim of the advertisers. There proved to be no money in sight for the payment of the advertising bills. Mr. Palmer discovered that the promoters were hopeful of paying their advertising bills out of the receipts of the campaign.

THE MISSING LETTER "CONTEST."

Another sales-scheme of the illegitimate order was the missing letter contest. The puzzle was to fill out the missing letter in some name, for instance, V-ct-r-a, a "well-known and beloved queen." After a second of heavy thinking several thousand folks sent in the name of "Victoria." The advertiser answered by letter saying the guess was an extraordinarily good one, but that it was not quite correct. The real answer was so and so, giving the name of some

queen who had died in B. C. days. "But," went on the letter, "because of your interest and keen guess, we shall credit you with \$10 upon the purchase price of linens or what not]. So, if you will kindly send on \$5 in cash you can get this value, wonderful even at our regular price of \$15.

A certain big advertiser in rural journals even yet secures more space than he pays for, as the result of a little trick. He contracts to use so much space, "based upon type in printed copy inclosed." The copy inclosed is set up in diamond or pearl size, of which variety few of the smaller shops have fonts. The best they can do is to set the matter up in nonpareil, which is larger and runs the copy of the calculating advertiser into perhaps a third more space than he actually pays for.

And so on, ad infinitum. most every branch of commercial activity has produced its classical instance of advertising shadiness or downright fraud. The schemers are fertile in resource; every now and then they bob up with some new outflanking move. either to "do" the publisher out of his space or to draw the money out of thrifty pockets. The modern advertising manager is becoming as quick to discover symptoms of crookedness as the cashier is to detect bad money. Many newspapers and most of the good magazines have adopted a rule of investigating their accounts to the bottom.

Only recently a big weekly magagine spent \$2,000 in tracking down a proposition seeking to advertise in it, and the said proposition was found to be off-color. Only the other day, also, a certain woman's magazine in New York city got an order for a half-page insertion. The advertising manager looked the plausible stuff over, thought of the retribution that would be wreaked by trusting readers upon him if the proposition was "queer," and wrote asking the advertiser a few direct questions. He never received an answer. The ad did not run.

You should have this new book of mine.

It will go to any advertiser—or prospective advertiser—without charge; and with a warm hand-clasp over the miles.

Besides, perhaps, a few worth-while suggestions and advertising helps, it contains the interesting story of one who has had the courage to separate himself from the largest business in the world built up entirely by the use of printers' ink, to devote his experience and energies to the solution of at least a few of the present-day advertising problems. You should have a copy of this book.

Glen Buck-Advertising

First National Bank Building, Chicago

INDIVIDUAL ADVERTISING CO-OPERATION WITH RETAILERS.

HERMAN WILE & CO.'S ALMOST UN-LIMITED SERVICE TO RETAILERS TO ASSIST ADVERTISING LOCALLY— WRITES COPY FOR MERCHANTS' OTHER LINES—ADS SUBMITTED IN PROOF—NATIONAL ADVERTISING TO FOLLOW.

By Luther D. Fernald.

"What can the 'small manufacturer' who can't afford, right now, an elaborate national advertising

campaign, do?"

That's a question a good many hundreds of makers of merchandise are asking themselves every time they are confronted with examples of the effective, far-reaching advertising of their bigger competitors.

Some of them answer it by saying, "Nothing," and act accordingly. Others have carefully analyzed their particular trade conditions, made as large an appropriation for advertising as possible, and spent it where it would do the

most good.

An instance of intelligent distribution of a small appropriation under such circumstances is shown by taking a leaf out of the experience-book of Herman Wile & Co., clothing manufacturers, of Buf-

falo

This house is a small one, compared with some of the great Chicago, New York and Philadelphia clothing manufacturers who are conducting such comprehensive and successful national campaigns; anything they could do "in a national way" would merely scratch the surface, comparatively; and, being simply a spasmodic, superficial effort, would fall down badly in results.

Herman Wile & Co., realized this; and so they decided to concentrate all their advertising energy in advertising co-operation with dealers selling their goods. "We appreciated the relative inefficiency of our advertising appropriation if expended in mere general publicity," says Armand Weil, their advertising manager. "So

we have confined it to taking care of our trade by co-operative ad-

"We make it clear to our trade that we will meet them more than half way on any and all forms of advertising they will do to increase the sale of Hermanwile clothing. Our advertising department has been directing untiring effort to the assisting of the clothiers who handle our clothing to more and better trade. We believe we would be justified in asserting that no house in the entire



clothing trade is giving more individual attention and care to the advertising necessities of its customers than is being afforded by

Topr this out and send to your printer

this company.

"In our advertising department we freely place all its facilities at the service of every customer. Thoroughly competent advice in planning business-making cam-paigns is gladly afforded. Practical assistance by the writing of newspaper ads, booklets, letters, bills, dodgers and other advertising literature for our customers gives them the full benefit of our many years' experience in advertising; and whatever the service desired, our advertising department gives it the same care and attention which are given to our own advertising to the trade. Every service rendered by our advertising department is absolutely without charge.

"Each of our customers is furnished each season with an advertising handbook, called 'A Few Tips from the Ad-Man.' This contains a large variety of suggestive advertisements, which the dealer can use intact, both as to copy and display, by simply tearing out and pasting it on his printer's dummy; or he can readily alter it. We also offer our trade a large selection of advertising cuts of all descriptions—clothing cuts, electrotyped ads for Hermanwile clothes, headings, special sale ads, and also advertising cuts for pushing the other lines of merchandise which the average clothier sells. "In addition to the assistance

mentioned above, we supply a large list of our trade with a special advertising service. The merchant sends us a schedule of his advertising copy needs, and we send him, at regular intervals, advertisements especially adapted to his immediate wants. To insure his immediate wants. his getting the maximum of efficiency from the space used, these advertisements are all set up in our own printing office, and corrected proofs are sent him, so that the local newspaper compositor simply follows our display quickly and accurately. By handling a large number of accounts in this way we are able to give the same service to many dealers; but, so far as they are concerned, this service is absolutely individual.

"The results from this advertising plan have been very satisfac-

tory.
"Our salesmen are able to use our co-operative advertising plan as a very forceful lever in selling goods; they land new trade on the strength of what we promise, and they hold old trade on the strength of what we deliver.

"In due time we hope to expand into national advertising of the Hermanwile brand of clothing, but we have found our co-operative plan so successful that we will continue it no matter how much advertising we may do in other ways."

Hermanwile clothing is also supported in a moderate way, by advertising in several of the leading papers of the clothing trade.

"The Economical Way to Cover the Country is to Advertise by Districts"

Ш

The very best market for you is where the growth is steady and substantial. In

The Advertising District of Cincinnati

the population has increased from 700,000 in 1909. Of this vast army of consumers over 350,000 are in the city of Cincinnati, while the remaining 650,000 are within easy reach of the city and depend upon it. The most prosperous sections of Ohio, Indiana and Kentucky are included in this district, and

THE

CINCINNATI ENQUIRER

covers it with exceptional thoroughness, enabling the manufacturer to market his goods at an economical advertising cost. The Enquirer's value as a medium is abundantly proved by the fact that it is the leading want ad medium of this section. Its price of 5 cents a copy eliminates all waste circulation. The advertiser gets what he pays for.

Foreign Representatives
I. A. KLEIN JOHN GLASS
Metropolitan Tower, Boyce Bldg.
New York. Chicago.

RELATION OF GOOD OR BAD ADVERTISING TO BUSINESS SUCCESS.

MANUFACTURERS MAY "SUCCEED"
WITHOUT ADVERTISING, OR IN
SPITE OF ADVERTISING—BUSINESS
SUCCESS NOT A GUARANTEE OF
EFFECTIVENESS OF THE ADVERTISING DONE—PRETTY PICTURES AND
ADVERTISING, FANCIES CANNOT BE
VITAL FART OF BUSINESS SUCCESS.

By Charles W. Mears.

Advertising Manager, Winton Motor
Carriage Company

Since my talk at Buffalo in January I have been called upon so many times to answer a single objection to my statements regarding pretty picture advertising—the kind that aims to create merely a vague and indefinite impression—that I will be pleased once for all to state my view of the proposition through PRINTERS' INK.

I stated without reservation that this sort of advertising is not effective in making sales. I have, therefore, been called upon to explain why it is that some advertisers using this kind of copy are

successful in business.

Even at first blush it must be apparent that it is but a very superficial view of business that always gives to the advertising the credit for the success of the business house behind the advertising.

When a business house that does not advertise drops into the receiver's hands, certainly advertising is not to blame, for advertising has had no part in the affairs of that business house.

When a company fails, notwithstanding that it has advertised, it does not necessarily follow that advertising was the cause of the failure. Inadequate capital, faulty goods, insufficient or inefficient marketing facilities could well have been the cause of the failure.

On the other hand, when a company scores a great success without advertising, as many an American house has done, certainly that success is not in any sense due to advertising, for advertising has had no part in the affairs of that business house.

When a business house that advertises scores success, that success may be due in part to advertising, but it cannot be due altogether to advertising, for, unless the goods are right, unless the house has ample capital to carry on its business and ample and efficient distributing facilities, advertising will be found a burden rather than an aid.

If, then, a business house can fail despite advertising that passes analysis as good advertising, and can succeed with no advertising at all, as many American houses have succeeded, it follows as a natural consequence that the respective failure and success are in no measure due to advertising.

Therefore, if a house possesses in itself the elements of success, such as would win without advertising (as we know is possible), that house might do the worst advertising in the world and still continue to be successful—a success scored despite its advertising.

Hence it is not logical reasoning to pick out a successful house and say that because it is successful its advertising must be good. The error is in attributing to advertising a result that may be due altogether to other causes.

Where a house can trace a profitable part of its popularity and sales to its advertising, that ad-

vertising is good.

When a house cannot trace a profitable part of its popularity and sales to its advertising, that advertising is most likely not good.

And the advertiser who has no means of knowing whether his advertising is proving profitable is not himself in position to say that his advertising is worth the money it costs.

If the advertiser himself cannot put his finger on the facts that prove to him that his advertising is worth its cost, certainly the outsider makes a grievous mistake when he singles out such an advertiser and says, "His is good advertising."

I am convinced that the advertising business in America is rapidly reaching that point where fancies and fallacies must give way to facts. Either advertising is provably profitable or it is not worth having. Where it is not provably profitable, the advertiser would do well to discontinue it and note whether his sales suffer by absence of advertising, rather than to continue spending his money in a blind confidence, supported by nothing at all that he can put his fingers upon, that his advertising is profitable.

In no other department of business are business men so gullible as in that of advertising, but they are destined to have the scales torn from their eyes, and the sooner this happens the better for

many of them.

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THAT PAINT ADVERTISING TRAIN.

HEATH & MILLIGAN MFG. Co. CHICAGO, Jan. 28, 1910.

Editor of PRINTERS' INK:

We thank you very much for forwarding us copy of the January 19th issue of your paper. The article you have given us is certainly a crackerjack, and we wish to compliment you on your facilities for getting innormation of this character. You certainly have it there in every detail and the information is all straight.

We are pleased to know that the novelty of this shipment interested you, but if you were in the paint business it would impress you even more strongly. An order for 1,600,000 pounds of paint is a colossal one; in fact, it is greater than the annual output of all but a very few factories of this country; that is why the advertising value of this train impressed us so strongly and why we featured it in the way we did.

In connection with the special number of our house organ, Co-operation and Expansion, which you so kindly men-

In connection with the special number of our house organ, Co-operation and Expansion, which you so kindly mention, we took half-page space in the leading metropolitan dullies in fourteen different cities and ran a reproduction of the photograph of the train as large as the space would permit, and in connection with this we did what we believe is a rather novel scheme, at least we judge it is novel from the fact that we had so much difficulty in getting the newspapers to work it for us; that is, we sent to each of these fourteen papers a selected list of prospective buyers and had each of the newspapers send a copy of the paper in which our advertisement appeared to these prospects, and you may well believe that our representatives on calling upon these people, after they had received this bundle of papers, received a most cordial reception.

A. G. BARNET, Advertising Manager.



Few manufacturers seeking a market ever omit Pittsburgh from their early calculation without subsequent regret.

When Pittsburgh is prosperous—it fairly radiates prosperity and mark this, Pittsburgh is again tremendously prosperous.

One by one its industries have resumed. Those running short-handed have gone back to normal and better. New mills costing millions of dollars and employing thousands of men, are being constructed.

Pittsburgh is an unequalled market and most wise manufacturers know it.

PITTSBURGH POST

(MORNING AND SUNDAY)

has for more than fifty years enjoyed the reputation of being a clean, home newspaper, printing all the real news, without fear or favor.

PITTSBURGH SUN

(EVENING)

under the same ownership and management, has since its establishment within the past three years, become a great factor in the afternoon newspaper field of that city.

They carry the advertising of all the leading merchants and manufacturers of Pittsburgh. They carry the official advertising of the city of Pittsburgh. They carry the official statements of the banks and financial institutions of Pittsburgh.

They have the quality that is valuable, and circulation that makes it profitable.

Study this one point. You can use every large newspaper of Pittsburgh at less expense than a selection of one or two in any other city that compares with Pittsburgh in population, or possibilities.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

ADVANCEMENT OF THE THE SOUTH.

FIGURE COMPARISONS OF THE YEARS 1860 AND 1010 - AMAZING AD-VANCES SINCE THEN-THE UN-REALIZED ADVANCES OF THE CIT-IES-RICHMOND AS AN INTEREST-ING EXAMPLE.

Below is a complete table of the progress of the South, and shows how surprising have been the developments throughout Southern states, while the North has gone on in its assumption of the South as very slow moving.

The city of Richmond is an interesting example of a Southern city whose advancement has not been realized until recently.

recently.

Richmond has a population of 140,000, showing an increase of 50,000 in the last ten years, and has the lowest tax rate of any city with one hundred thousand or more people. Banking assets, \$50,000,000, clearances about \$335, 000,000 annually. Manufacturing plants now successfully operated number 1,613, now successfully operated number 1,613, employing 32,121 people. It has abundant cheap electric horsepower for manufacturing, made by water power and transmitted to any part of the city, which greatly reduces cost of horsepower. Has owned its water and gas plants over forty years, and now completing electric plant for municipal purposes

poses. Chief industries, tobacco, flour, iron, steel, paper, woodwork, and shoes. Building permits 1910, over \$3,500,000. School facilities rank among the first. City has revenue from all sources, \$2,500,000; has no floating debt; her as-

sets over all liabilities, \$6,000,000. Assessed values real and personal properties, \$136,000. It has advantages to reach the raw material, both domestic and foreign, and equally convenient to all markets, enjoying low freight rates in every direction, by reason of waterway competition. Six trunk-lime railroads and two steamship lines enter the city. Being close to the mines, fuel is very cheap, and especially cheap for manufacturing purposes, delivered \$2.70 manufacturing purposes, delivered \$2.70 per ton. There is little wonder, therefore, that Richmond, and other cities in the South with like advantages, are growing so rapidly.

MR. SEITZ, OF THE WORLD. GIVES ADVICE.

Don Seitz, publisher of the New York World, spoke before the advertising class of the Bedford Y. M. C. A. in Brooklyn, February 1st.

The speaker declared himself suspicious about the value of so-called "mystery advertising." "It is the business you get each day that counts," he said, lead whet you gain as first is lost later. you get each day that counts," he said, "and what you gain at first is lost later on, for after that the goods you sell

must depend on these as second purchase."

Mr. Seitz also declared himself a skeptic about finely drawn "typographical effects." He told the story of an experience of the story of an experience of the story of the leal effects. The told the story of an East Side newspaper that died after a new owner decided to "dress it up," and the collapsed reputation of a tome medicine after the country had been smeared with "beautiful" advertise.

ments, typographically speaking.

He said fewer retail stores advertise
in New York than in any other city, except perhaps Albany, there being only thirty-nve persistent big advertis-

ers in the whole city.

FIFTY YEARS OF SOUTHERN PROGRESS

	1860	1910
Population	11,021,146	28,085,000
Density	13.6	34.7
Manufactures-		
Capital	\$142,368,237	\$2,214,000,000
Products	\$240,609,780	\$2,777,000,000
Cotton Mills-	*	4-111111111111111
Capital	\$12,139,721	\$298,900,000
Spindles, active	352,946	11,385,000
Looms, active	8,542	244,000
Cotton used, pounds	58,960,746	1,310,000,000
Pig-iron made, tons	120,761	8,800,000
Lumber, value	\$20,936,783	\$440,000,000
*Agricultural Products, value	\$600,000,000	\$2,550,000,000
*Cotton Coop manus		
Bales, 500 lbs	4,157,470	10,000,000
Value, without seed	\$182,928,680	\$750,000,000
*Grain Products, bushels-		
Corn	358,154,000	735,829,000
Wheat	44,865,000	60,781,000
Oats	28,497,000	50,409,000
Coal mined, tons	1,374,720	113,600,000
Iron ore mined, tons	229,237	7,000,000
Railroad mileage	9,897	69,400
Exports, value	\$188,000,000	\$650,000,000
Bank Deposits	\$61,741,183	\$1,386,000,000
Common School Expenditures	\$4,474,370	\$56,000,000
Property, true value	6,286,214,108	\$21,500,000,000

^{*}Year preceding census year. The Southern cotton crop does not include cotton grown in Missouri, Oklahoma or other States outside the South.—Courtesy Manufacturers' Record.

It is a well-known fact that

Consistent Gaining

in the number of lines of advertising carried is a pretty true indication that a paper is producing practical results. This, couplied with the fact that many of the same advertisers have not missed an issue, is true of

Needlecraft

The following figures are self explanatory. A glance through the columns of one of these issues will show you the class of advertisers that are finding Needlecraft productive of results. It will do the same for you.

857 lines paid advertising in December.

1420 lines paid advertising in January. 1676 lines paid advertising in February.

5025 lines paid advertising in March.

Needlecraft itself is a practical fashion and fancy work magazine designed and written for the women "who do things." It is a 25 cent monthly publication printed from the best type on good book paper. It was first issued in September and met with popular favor at once. The March edition was 250,000, and April will be as large or larger. With such a substantial excess circulation you can not but see the advantage of using this medium.

Rate, \$1.00 per line.

Circulation, more than 200,000.

Forms for April close promptly on February 28th. Agency discount and other information on request.



WHAT MARK SULLIVAN SAW IN THE SOUTH.

ONE OF COLLIER'S EDITORS FINDS CHARLOTTE BUILDING A HOTEL THREE TIMES TOO BIG FOR PRESENT NEED-ILLITERACY IN SOUTH RAP-IDLY DISAPPEARING - AGRICUL-TURAL SCHOOLS FOR EVERY COUNTY.

"If you want to know the kind of stuff the 'new Southern spirit' consists of," says Mark Sullivan, of the editorial staff of Collier's, who has just returned from an observation tour of the South, "just take in one fact: Charlotte, N. C., has built a hotel which is three times the size necessary to accommodate present needs. It knows that needs will soon grow

up to accommodations.

"Furthermore, in point of service and equipment that hotel is the equal of anything its size we have in the North. It has been financed entirely by local capital, too. As you enter the lobby of that hotel you'll find a spacious and comfortable reading-room to your right. On your left are the headquarters of a newly organized commercial club which is bent on booming Charlotte till the last trumpet sounds. On the front windows of those headquarters, where it is strikingly visible from the busy street, is a great circle of red, broken only by the significant words: 'Watch Charlotte Grow.'"
Mr. Sullivan is strongly of the

opinion that the rest of the country will do well to "watch Charlotte grow," and the whole South grow, as well. Indeed, he is very certain that the rest of the country will be compelled to notice monster strides forward in the South in the immediate future,

whether it wants to or not.
"There's Little Rock," he says. "We Northerners, as likely as not, have heard little of it. If we have, we imagine it the sleepy little capital of the state of Arkansas, called by courtesy a city. As a matter of fact, Little Rock is about the liveliest place you ever saw. It is a regular second Omaha. And right here let me impress upon you that the South is today doing what the West was doing ten and fifteen years ago, only the South is doing it in a better way. It is the section of this country which is to-day developing faster than any other is developing or has developed."
"Where there's material pros-

perity, there's the buying power and the buying desire. there is the latter it is the place the advertiser wants to get right at the people with his goods. The South is getting material prosperity by leaps and bounds and the conclusion is inevitable.

"Do you know that one-third of the lumber left standing in the United States is in the South, centering around Georgia? Did you know that they are really just be-ginning to cut this lumber? Take the iron industry. There is no other place in the country, per-haps none in the world, like Birmingham, Ala., in respect to the juxtaposition of iron ore and coal. Pittsburg, for instance, has to get its ore from Minnesota, brought to it by tedious and tardy means. Coal is not immediately at hand. But at Birmingham the earth conveniently gives up both ore and coal, right at the manufacturer's feet and in great abundance.'

Mr. Sullivan was asked what was the real situation in the South regarding illiteracy. He said he was certain that the average Northerner is far astray when he attempts to generalize upon this topic. "The man who talks about a great proportion of illiteracy in the South and has not been in the South in the last half-decade, is doing that region of almost limitless potentiality a great injustice,"

he says.

Mr. Sullivan believes that the man whose term as governor of Virginia just expired with the first of February, Claude A. Swanson, is one of the keenest men anyis one of the keenest men any-where in the country on the sub-ject of education. He explains that, mainly through Governor Swanson's efforts, agricultural high schools are now being gound-ed in every county of Virginia. Similar institutions are being founded in Georgia and through-out all the South.

Mr. Sullivan is firmly of the belief that the white population of the South, even including for pur-poses of comparison the "poor white trash," reads the newspa-pers and periodicals in equal proportion to the population of the North. "Suppose that the state of Pennsylvania has a population of seven millions and the state of Georgia two millions," he ex-"I cannot really say that

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the same percentage of readers would be found in each. But I do believe that, if the number of negroes, about a million and a quarter, was deducted from the Georgia total, that the percentage of Pennsylvania readers would then apply in Georgia."

The Century Magasine announces the appointment of Robert Underwood Johnson as editor, succeeding Richard Watson Gilder.

SELLING CIRCULAR LETTER

we framed up for a real estate agent gave him a comfortable living for seven years—just that one letter. It was built on a selling plan that we evolved. One subscription letter we framed for a publisher got him subscriptions for four years at a net profit of 50%—an almost unparalleled feat in the subscription world as every experienced publisher knows.

We evolved the plan that sold the subscriptions.

Can we study your business with view to the same end?

The Business Development Company of America "Writers of Letters that Pull'

Established 1901 STREET: NEW 119 NASSAU

ADVERTISERS!

You can reach the very best buyers among the South's Great Lumber Industry through the columns of the

LUMBER TRADE JOURNAL

Published Semi-Monthly NEW ORLEANS, LOUISIANA Talk to the Woman Who Has the Say

COMFORT

Puts Its Advertisers Next Wives and Mothers to the

Have the Say of Purchasing

Million & a Quarter Comfortable Homes for a

COMFORT is always rated the Prince of Mail order papers Without Fremiums, Compost circulates on us merts

NOT in the palaces of the super-rich disdainful of the

BUT among the prosperous, progressive fermers throughout the richest agricultural sections of the United States,

COMFORT is always rated the Prince of Maillorder papers winout Francis, confort cicutaes on its ments Comfortable Homes

NOT in the palaces of the super-rich disclainful of the high-art advertising with which they are besieged;

NEITHER among the tenement dwellers of the great cities waging a life-and-death struggle for the bare necessities;

NOR to the factory help facing the wolf of hunger between starvation wages and the high cost of living;

BUT among the prosperous, progressive farmers throughout the richest agricultural sections of the United States.

TO the independent farmers who own their homes and have a surplus to provide their families with luxuries, FARMERS, enriched by the high food prices, whose means and standard of living are gaining, not waning.

General Advertisers are Profiting by the Discovery that Space in COMFORT Pays them Best

Wives and mothers on the farms constitute the bulk of COMFORT'S subscribers. COMFORT is their household guide. The farmer and every member of his family reads COMFORT, ads and all, from month-end to month-end,

But when it comes to buying, the woman has the say even in the selection of her husband's clothes.

These are a few of the reacons why COMFORT always brings its advertisers big returns for their money.

The mail-order men discovered and proved it long ago by their keyed ads, and general advertisers are fast finding it out.

A COMFORT ad, will widen your market among the farmers to offset diminished purchasing power of the city populace.

Forms close 15th of month previous to date of issue. Apply through any reliable advertising agency or direct to

W. H. GANNETT, Pub., Inc.

CHICAGO OFFICE 1635 Marquette Bid. FRANK N. THOMAS, Representativ COMFORT Leads as an All-Round Advertising Medium

"SUCCESS" JOINS INDE-PENDENT NEWS-STAND MOVEMENT.

LIKE "MUNSEY'S," "SATURDAY EVENING POST," ETC., NOW ON NON-RETURNABLE BASIS WITH AMERICAN NEWS COMPANY — DE-SIRE FOR MORE AGGRESSIVE PUSH-ING BEHIND MOVEMENT.

Advertisers who have been interesting themselves in magazine circulation, and the causes that enter into building it up, will be quick to perceive an event of significance in the latest move taken

by Success Magazine.

For the past week report has been current that the American News Co. orders for Success will henceforth be non-returnable. Inquiry in official quarters revealed an interesting situation. Success managers, after a study of the field and a survey of the possibilities for newsstand circulation, entered into a contract with the Lewis Publishing Company whereby the latter, through its recently formed distribution organization, will handle the bulk of Success newsstand trade.

In entering into this new alliance with the St. Louis concern, which has been turning several interesting tricks of late, Success Magazine takes its place with the Munsey publications, Ladies' Home Journal, Saturday Evening Post, Beautiful Homes and the Woman's Magazine, all of which to a marked extent reach the newsstands by channels other than those furnished by the American News Co. At the Success offices a representative, in touch with the situation, commented as follows.

lows:

"Our relations with the American News Company have always been of an amicable nature. We took on the service of the Lewis Publishing Company only after we had gone over the situation with the American News Company in a friendly way. The point is Success intends to develop its newsstand trade more vigorously than has been possible in the past. The American News

Company is a wonderful shipping and distributing organization. By virtue of its handling practically all magazines it has not felt itself in position to boost any one in particular. For some time we tried to see how we could add to the valuable service of the American News Company a more special effort for pushing our newsstand sales. We believe we have solved the problem by making the arrangement with the Lewis Publishing Company."

Several years ago no periodical had the temerity to challenge the efficiency of the American News Company's service, but now, as one publisher remarked the other day, the American News Company finds itself confronted by several actual rivals in the field.

The pioneer of the movement to which Success has yielded was Frank A. Munsey, who, after a disagreement with the American News Company, organized the Red Star News Company to handle exclusively his own publications. This independent service at once proved itself to be efficient, for in no other way can the large sales of Munsey's be explained, in view of the absence of special effort at the publication offices. Mr. Munsey has been known to pride himself upon having no circulation department, as such, and upon spending very little money upon circulation literature.

The Saturday Evening Post, soon after Mr. Munsey's pioneer effort, also issued a declaration of independence. Herbert Lane was the man who worked out the Post's really remarkable distribution scheme—a plan which explains more than any other one item perhaps the advance in the circulation of that magazine

weekly.

It was Mr. Lane's idea that the system prevailing among publishers of giving prizes for the largest batch of subscriptions had its weak points. Only one man in a class could get a prize and others got only the regular commission, although they may have failed by only a few names. Mr. Lane, therefore, schemed a salary rebate plan whereby an agent of the Post.

instead of competing with a host of unknown rivals, found himself competing only with himself. In other words, the more subscriptions he got for the Post, the more sales he made, the greater in proportion grew his remuneration. These agents were on the job every minute of the day, developing business for the Post and for the Post alone, whereas the agent of the American News Company, in any given town, was necessarily wholly impartial and therefore impassive as regarding the Post. The special agent found himself perfectly free to get all the business he could. He found bright boys to sell the paper until the Saturday Evening Post lads were to be found not only in the big towns, but also in even the villages and hamlets. The Ladies' Home Journal is now handled by a like agency force.

Mr. Lane's remarkable success with the Post made him the man to develop the new periodical distributing business begun about four months ago by E. G. Lewis, of St. Louis. It is reported that Mr. Lane has secured representatives to a number exceeding even that of the American News Company. The Lewis concern secured these agents primarily to handle its own magazines—the Woman's Magazine and Beautiful Homes .but it found itself in position also to handle Success when E. E. Higgins, its publisher, made overtures a couple of months ago.

It must be understood that the idea of independent representation has been slowly growing and proving itself. Publishers were skeptical of the Post's plan until the Post soared up to unheard-of circulation marks. The Sunday newspapers in the big cities, a long time ago, proved the value in circulation-getting of their own representatives. The New York and Chicago Sunday papers have their own men in suburban towns and cities for hundreds of miles out who hustle for new business with undivided energies.

A well-known publisher, who is interesting himself in this revived question of independent representation, said that most likely one man in a community would find himself handling the Munsey publications, Post, Ladies' Home Jourtal and the others

nal, and the others. The curious thing about this whole business is that it all seems to help the American News Company's trade. The effort put forth by special representatives in towns in the way of working up new business, by scattering circu.ars and other advertising literature, not only makes new buyers for themselves, but also for the News Company. Competition, or perhaps more correctly the extended circulation effort, has usually resulted in increased orders from the American News Company. For instance, it is stated that although Success Magazine is made non-returnable with the American News Company beginning with the March issue, the order is only a shade under what it was in times past when the magazine was returnable. It is recalled also that when the Saturday Evening Post, some years ago, began to pound away through its own agents the increase came from not only these

Success expects marked results. For some time the manager has been dissatisfied with the newstand showing. About 50,000 copies have been given to the News Company monthly, but in view of the magazine's subscription development, this number seemed disproportionately small.

but also from the American News

whose orders steadily rose.

One difficulty that has faced magazines in securing a national independent sales force has been the cost of maintaining it. weaker ones could not afford the expense of handling the mass of detail that would attend a vigorous independent development. For this reason the latest move of the Publishing Company connection with Success, and that taken in conjunction with growth of the Curtis Publishing Company's periodicals, may per-haps be considered a forerunner forceful attempts by other magazines to enlarge in like manner the number of readers who buy month by month from the newsstands.

CREATIVE ADVERTISING POSSI-BILITIES

The Magazine Representatives Club, New York, held a very largely attended luncheon February 7th. J. George Frederick, managing editor of Pantrass' INK, made an address on "Creative Possibilities in Advertising." of PRINTERS' INK, made an address on "Creative Possibilities in Advertising." He pointed out the necessity for closer knowledge of the manufacturing and selling conditions by advertising men, in order to advise on the subject of advertising with the highest degree of practicability. The manufacturer's condition of mind with regard to business pride and ambition, he said, was a vital factor, and urged that advertising men seek the younger and keener manufacturers rather than waste all their energy on older ones who are temperamentally averse to wider markets and modern methods. He pointed out the wide possibilities of food advertising, as shown by the fact that McClure's and Everybody's for February contained but twenty-seven food advertisers, representing but twenty food articles. Rice, corn meal, spices, corn, peas and tomatoes, butterine and other products were mentioned as offering much chance for development. A næ-

cles. Rice, corn meal, spices, corn, peas and tomatoes, butterine and other products were mentioned as offering much chance for development. A national brand of butter, bread, garden truck, cheese and other things were possible, he said, as has been demonstrated by the Sealshipt Oyster plan of overcoming distributive conditions in perishable products.

Mr. Frederick said that there were 1,610 separate office equipment devices and that the office equipment field was a particularly fertile one for advertising. So, he said, was the technical advertising field, covering the makers of machinery, motors, engines, taps and dies, tools, etc. He called attention to the fact that retail and manufacturing jewelers were discussing the serious problem of the mis-use of the word "gold-filled," a condition pointing to the ripeness for advertising trade-marked jewelry sold through dealers. Among the other things mentioned were carpet, coal, linens, cooking utensils, tea, cof-fee, pins, matches, rope, toys, lumber, leather goods, furs, etc.

He also referred to express, telegraph and railway freight service as being fraught with big possibilities, and pointed out the many things the United States Covernment has to advertise, such as topographical survey maps, Civil Service, Agricultural Department leaflets, etc.

He said hotel advertising, both domestic and foreign, offered big opportunities and referred to the remarkable co-ordinating power of advertising as exemplified in the National Lead Company and the United Manufacturers' campaigns, as well as the Hawaiian Pineapple Growers, National Canners, Clay Products Association and Associated Tile Manufacturers.

The measure are present were

riated Tile Manufacturers.

The magazine men present were:
Frank D. Sniffen, Christian Herald;
W. C. McMillan, Street Railways Company;
Edmund Carrington, Butterick
Trio; J. C. Bull, Warren R. Fiske,
Scribner's Magasine; James M. Hill,
Ladies' World; O. H. Blackman, M. L.
Wilson, Blackman-Ross Company; Hor-

ace Dumars, E. Sinnock, Ladies' Worls', H. N. Kirby, J. T. Ashbrook, F. C. Coleman, R. W. Floyd, A. C. Barrell, Butterick Trio; Russell Doubleday, Doubleday, Page & Co.; E. T. Brunfield, Suburban Life; W. T. Tate, American Magazine; W. Bernard Litel, Country Life in America; J. France, Cross, Ir., Everybodys Magazine; Charles R. Ridder, American Home Monthly; Henry D. Wilson, Cosmopolition Magazine; A. L. Kimberly, World's Work; E. E. Phillips, F. W. Nye, Crafisman; George J. Chase, The Housewife; P. A. Seklon, To-Day's Magazine; Charles W. Corbett, Jr., The Housewife; P. A. Seklon, To-Day's Magazine; Charles C. Fairchild, Human Life; R. G. Cholmeley-Jones, Review of Reviews; Robert C. Gilmore, Advertising & Selling; E. G. Pratt, Butterisk Trio; Ernest Birmingham, Fourth Estate; David D. Lee, Success; Leroy Fairman, Advertising & Selling; J. George Frederick, Paintrase Ing; Owen Jones, Federal Advertising Agency; D. L. Hedges, Suburbas Life; Don M. Parker, McClure's Magazine; E. G. Marton, Munssey's Magazine; E. R. Watson, Munssey's Magazine; E. R. Watson, Munssey's Magazine; E. R. Walton, Munssey's Magazine; Lander, Robert Tinsman, Federal Advertising Agency; S. F. Jones, Orange-Judd Company; Richard A. Waldo, Good Housekeeping; Charles D. Spalding, McCall's Magazine; James A. Wales, Bartlett-Wales Company; Richard A. Waldo, Good Housekeeping; Charles D. Spalding, McCall's Magazine; James A. Barrett, Orange-Judd Company; R. H. Bloom, Good Housekeeping; Charles D. Spalding, George; S. F. Jones, Orange-Judd Company; Robert Tinsman, Federal Advertising Agency; S. F. Jones, Orange-Judd Company; Robert Tinsman, Federal Advertising Agency; S. F. Jones, Orange-Judd Company; Robert Tinsman, Federal Advertising Agency; S. F. Jones, Orange-Judd Company; Robert Tinsman, Federal Advertising Agency; S. F. Jones, Orange-Judd Company; Robert Tinsman, Federal Advertising Agency; S. F. Jones, Orange-Judd Company; Robert Tinsman, Federal Advertising Agency; Charles E. C. Forderick Leland, Trouth Magazine; W. L. Miller, Pannan,

We are the exclusive National Selling Agents for the space of more than three-fourths of the cars in the United States, Canada, Cuba, Mexico, Porto Rico, Brazil and the Philippine Islands

STREET RAILWAYS ADVERTISING COMPANY

HOME OFFICE: FLATIRON BUILDING, NEW YORK

WESTERN OFFICE FIRST NAT'L BANK BLDG. CHICAGO PACIFIC COAST OFFICE HUMBOLDT BANK BLDG. SAN FRANCISCO

T-D T-D T-D T-D

The Times Democrat

NEW ORLEANS, LA.

- ¶ The representative morning paper of the NEW INDUS TRIAL SOUTH, maintaining its circulation and prestige at a sub-scription price of \$12.00 per an-num (5c. per copy) in the face of "yellow" journalism.
- ¶ The Times-Democrat cotton reports are authoritative, not only in the cotton belt, but on the New York and Liverpool Ex-changes. Each day these reports are cabled abroad and appear daily in the New York Herald.
- ¶ The Times-Democrat has exclusive entree into the best clusive entree into the best homes of Louisiana and Mississpp, and this, added to the fact that New Orleans is the social center of the South, makes its society news a leading and valuable feature.
- ¶ The Times-Democrat carefully and critically edits the news of the day, making the phrase "If seen in the 'T-D' it's true" most
- The Times-Democrat applies the same careful supervision to its advertising columns, refusing objectionable advertising of every character. Financial ads are ac-cepted only when the cepted only where the securities are listed on the New York Stock Exchange.
- ¶ The Times-Democrat publishes an exhaustive review of the lat-est books and magazines each Sunday.
- ¶ The Times-Democrat maintains a fast newspaper special train, making daily runs of 105 miles through Mississippi.
- ¶ AND LAST—The Times-Democrat has the largest paid-in-advance circulation of any news-paper outh of the Potomac and Ohio Rivers.

The Times Democrat

NEW ORLEANS, LA.

HAND, KNOX & COMPANY

Publishers' Representatives

Brunswick Bldg., New York, N. Y.

Boyce Bldg., Chicago, Ill.

Cand'er Bldg., Atlanta, Ga.

Journal Bldg., Kansas City, Mo.

T-D T-D T-D T-D

THE SAW MEN'S ADVERTISING "JOSH."

THOS E. BASHAM.
Commercial Publicity and Sales Service.
LOUISVILLE, KY., February 5, 1810.
Editor of PRINTERS INK;

At the convention of the Retail Hardware Dealers' Association, in this city last week, some very clever advertising was done by the representatives of various manufacturers and supply houses Here is one that I send in without comment:

You cannot make Saws of silver; Simonds' Saws are made of Simonds' Steel. Atkins' Silver Steel Saws.

Room 209. The Atkins' card had been tacked in a conspicuous place, where every one could see it. Within an hour the Simonds' man had his painted and tacked just above it, as I have it in the foregoing.

I am not prepared to pass upon the ethics of the "stunt." Some thought it was "smart"; others, bad taste.

Thos. E. Basham.

A COUPON SCHEME FOR IN-QUIRERS.

STAR EXPANSION BOLT COMPANY.
NEW YORK, December 27, 1909.

Editor of PRINTERS' INK:
Domestic Engineering has adopted
what the writer thinks would be an excellent plan for some of the larger
publications in their co-operation with
the advertiser. An inquirer by simply
tearing off a coupon can obtain just
what information he desires without
writing to the manufacturer: In this
way he need not fear "Follow up." On
the other hand the publisher can turn
over to the advertiser the name and address of each inquirer, which can be
followed up without any mention to
the publisher.

J. B. MALETTE,

J. B. MALETTE, Advertising Manager.



Technical Accuracy

Technical accuracy, thorough draughts manship, effective composition and clear, bold lettering characterize "Bukey" designs and illustrations made for every con ceivable advertising purpose, with the snap, vim, fire and fascination of 1910.

Semples for the asking

old. Bukéy Art Service

MODERN NEWSRAPER PROGRESS.

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VALUE OF GOOD SENSE OF BUSINESS -BOWLES, BENNETT AND PULIT-ZER-THE DAY OF THE SUNDAY NEWSPAPER-ADDRESS AT BOSTON.

By Gen. Charles H. Taylor. Publisher, Boston Globe.

It is said that Samuel Bowles estab-It is said that Samuel Bowles estab-lished a first-rate newspaper in a third-class territory. The first Bowles found-ed the weekly Republican, the second Bowles made the daily Republican, the third Bowles added the Sunday Repub-lican. I don't see that there is any-thing for the fourth Bowles to do but to go back and start a monthly paper.

RENNETT AND PULITZER.

James Gordon Bennett was the found-James Gordon Bennett was the round-er of the modern newspaper. He estab-lished the forerunner of the Associated Press, and established the best news service for bringing news to this coun-try from foreign countries. Joseph Pulitzer is another example of one of the early men in the newspaper world. He bought a paper when it had been losing money, and set it up as a great moneymaker.

Pulitzer had a sense of business, and I cannot think of a thing more valuable to pass down to one's children than a sense of business. The newspaper is a sense of business. The newspaper is a great agent for spending money, and I know a good story that illustrates it. A spendthrift in New York had an agreement with the devil to give him his soul if he would allow him five years of wealth. The condition was that the devil should bring more money than the man could use. The man tried every way to defeat the devil by using the money buying yachts, and hiring halls, and giving great dinners. Finally the man bought a non-paying newspaper, and giving great dinners. Finally the man bought a non-paying newspaper, and the money disappeared in short order, and the devil was cheated.

THE SUNDAY NEWSPAPER.

I can say this of the Sunday newspaper. It gives in its pages great variety of news for every one to read. The old Sunday newspaper was of the fourpage variety that no one cared to read, but the Sunday newspaper now has something for every one who reads it. It is the only bargain that you have that gives you more than your money's worth that complaints are made. The Sunday newspaper is like a bill of fare in a hotel. You can select what you want, but do not try to eat the whole bill. I can say this of the Sunday news-

The Sunday newspaper has grown in an age of progress. Sports and other interests have increased, and demand more space than in the older days. In regard to the church, I would say that the newspaper them, and regard to the chorch, I would say that the newspaper helps support them, and endeavors to print their news of inter-est. It is different from years ago, when a minister once refused to preach because he saw a reporter in the congregation.

In Birmingham

scores of manufacturing establishments are in operation-things are humming in ever branch of business—there ar in every branch of business—there are over 125,000 people with the in-clination and the money to bay.

Near Birmingham

are dozens of smaller towns with big total of industrial wealth and a prosperous population of vast consuming capacity.

Around Birmingham

within a radius of 100 miles, is a tremendous agricultural district of which the city is the trade

The Birmingham Ledger

Covers Birmingham, the nearby towns and the surrounding country with a circulation of 22,000—the largest circulation in Alabama.

The LEDGER carries the advertising of all local merchants -business men who are on the ground and know the situation. Their constantly growing appreciation of the LEDGER as an advertising medium is shown by the fact that in 1909 the LEDGER

gained 652,000 lines

over 1908.

In Birmingham and the LED-GER you have an ideal combination of market and medium. Specific information on request.

> SMITH & BUDD CO. Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

THE RAPID COLONIZATION OF THE SOUTH BY ADVERTISING.

RAILWAYS AND LAND INTERESTS SE-CURING THOUSANDS OF SETTLERS ON RECLAIMED LANDS—"LAND THE CHEAPEST THING IN THE SOUTH" —HOW IT IS BEING DONE—PHE-NOMENAL GROWTHS IN VALUES.

By St. Elmo. Massengale.

President the Massengale Advertising Agency, Atlanta, Ga.

Advertising, backed up by splendid salesmanship, marked out the pathway to the West. The great transcontinental lines of rail, which had received immense land grants from the Federal Government, were large and persistent advertisers. Their literature was carefully placed in many parts of Europe, and it was worded in many languages.

As a consequence, in two decades, three at the outside, the wild prairie lands of the West—we used to call them the Great American Desert—have blossomed

like the rose.

The South has had to adopt similar means to build itself up. The assessed valuation for taxation of property in the Southern States in 1860 was \$5,000,000,000. When Lee surrendered at Appomattox, 80 per cent. of this value had been wiped out. Before the war the South owned 49.8 per cent of the property value in the United States. At its close her combined wealth was less than that of Massachusetts.

Lands in the West twenty years and thirty years ago were sold for the prices that Southern lands bring to-day. The cheap lands of 1880-'90 are to-day selling for \$50 to \$150 an acre, and the Western farmer is content with a net return per acre from \$25 to \$50, excepting in the instances where special culture and intensive farming have greatly increased these returns. The great wheat and corn fields of the West do not net per acre one-half these figures. The cheap lands in the West are gone and Secretary Wilson's regord

mark is well taken—that the remaining cheap lands of the United States are in the South.

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The slogan of twenty-five years ago: "Go West!" has changed, even in the West itself, to "Go

South!"

Northern newspapers for the past two years have glowed with full-page displays of type and cuts of colonization companies. The majority of these have exploited Southern and Southwestern lands stretching from the Pacific to the Gulf and the Atlantic. The replies to these advertisements have come from every State in the Union between the two oceans lying north of a Middle East and West line bisecting the United States, and from Canada It would seem that there has developed in the cities of the country a ferocious appetite for farms. and among Western farmers for Southern lands. "Back to the Soil" seems to be a revived national chant.

Speaking more particularly of the movement to that part of the South lying east of the Mississippi River, these advertisements have drawn uncounted thousands of able-bodied farmers from the West and North. The thrift which has been a necessity for success during the six or seven months of productive labor on the farms of the colder North has been applied to the more productive acres in the South, where the labor of twelve months of the year may be put upon the land, and where more genial temperatures make possible two and three crops from the same land in the same season. It is not claimed that the soil of the average Southern farm is more fertile than that of Northern acres. There is the same need for intelligent fertilizing, but the warmth of soil and of atmosphere brings crops through quicker development to maturity.

The net cash results from these acres is a marvel to the Northern farmer. Two hundred dollars an acre net from pineapples year after year; \$200 to \$400 from strawberries or tomatoes or cucumbers or beans are proved statistics in hundreds of cases in Florida and

South Georgia. From lettuce followed by celery \$400 to \$600 are considered not unusual returns for a season's work, and one acre of celery ready for shipment has been sold for \$2,500 cash. In the southern part of Florida, orange and grape fruit and other citrus crops pay handsome dividends.

Here and there a satisfied, money-making farmer or little colony has been a most potent advertiser and has drawn constantly numbers from the North. Florida and Georgia tracts of 10,000 to 20,000 acres have been sold within ninety days from the date they were placed upon the Large tracts, from 10,-000 to 50,000 acres and even larger, are bought by strong combinations of capital, the land is surveyed, roads are built, and the advertising work begun in Northern and Western papers and farm journals. Attractive prospectuses are pre-pared, and the inquiries begin to pour in. Intelligent men come to inspect the lands and stay to become workers of their own soil. These lands are sold usually in plats of ten acres at prices ranging from \$20 to \$50 an acre, payable \$1 an acre down and \$1 an acre a month, without taxes or interest on deferred payments until title is given. The land cultivated with even moderate diligence pays for itself in a few months.

Georgia and Florida are dotted with scores of these colonies. Additional hundreds of thousands of acres will be put upon the market during 1910, and they will be sold. The increasing supply does not meet the rapacious demand.

The result? The South is being populated at a rate beyond the imaginings of those who have not kept in touch with this vast movement. It is probable that the State of Florida by the census of 1910 will show the largest percentage of increased population since the last decennial enumeration of all the States of the Union, Georgia's increase will be not far from 35 per cent, and other Southern States will show surprising in-

As the rural community has grown, the cities of the South have increased in commercial importance and population. ville, Florida, will show an increase in population since 1000 of at least 110 per cent. Tampa has more than doubled. Atlanta, Birmingham and other mid-South centers have added from 40 to 80 per cent to their populations.

For the general advertiser the South of to-day is the most attractive section of the United States. Its value for such investment is increasing and the wise publisher already is studying these conditions with an earnestness never surpassed under like circumstances in the history of American journalism.

AGIN AGENCY "GRAFT."

WHITE ADVERTISING BUREAU, INC. SEATTLE, U. S. A., Feb. 7, 1910. Editor of PRINTERS' INK:
We notice in the current issue of

Advertising, page 29, published by Long, Critchfield Company, Chicago, that they take occasion to "josh" you a little about the advertisement run in White's Sayings.

In this connection, we will say that White's Sayings is a house organ and has been such for a year and a half; therefore, postage is paid for it at the rate of one cent per copy. It, therefore, does not come under the head of second-class mail matter.

We ran an advertising paper without any direct benefits to ourselves for the good of the advertising cause for seven years. We found that the only way to get support for such a paper run by an ger support for such a paper run by an agency was to indulge in a mild form of graft. We, therefore, put it on a strictly house-organ basis, continued the gerial number and as such it has been issued for a year and a half.

WHITE ADVERTISING BUREAU, INC.,
C. V. WHITE, General Manager.

The Columbus (Ohio) Citizen has taken timely advantage of the universal topic of high food prices. An illustrated story of a basket of food bought for \$2 in 1910 and a similar one in 1905 was published. A grocery the next day advertised "\$2 baskets" with much success.

The Well Dressed Man is the title of a new trade magazine being issued by Sherman & Bryan, Advertising Agents, New York. It is for the use of retailers, whose name and advertising is placed on the back cover. Every phase of men's modes are illustrated and discussed, from cravats to socks.

HOW ADVERTISING CREATED A HAT BAND DEMAND.

LINE OF GOODS USUALLY CONSIDERED SUPERNUMERARY IS MADE VERY ACTIVE AND PERMANENTLY PROF-ITABLE BY TRADE-MARK AND BAL-ANCED TRADE AND CONSUMER AD-VERTISING.

A hat band sounds like an odd, if not impossible, thing to advertise. A score of hat-band manufacturers who have been living off the crumbs from the hat maker's table, scarcely daring to call their goods their own, of course sniffed

a united chorus of skepticism at any suggestion to advertise. The very idea showed a harebrained business sense, they were wont to say.

to say.

But not so the Wick Narrow Fabric Company, Philadelphia, which has used printers' ink in a way that is most interesting and unprecedented.

Ten years ago, John A. Wick was a poor man. He had long been associated with the ribbon business and knew its possibilities and working details better than any other man in Philadelphia. To-day, his general of-

fices occupy an entire floor in an immense office building and the famous "Wick Hat Bands" are sold in many corners of the world. This tremendous demand and distribution has all been accomplished in the past few years.

Mr. Wick invented the "band with the hooks," and, by so doing, revolutionized the fancy hat-band business. His two pin-like hooks did away with the old-fashioned method of sewing, and eliminated forever the necessity of wearing a soiled, rumpled hat band. After he had convinced himself that the hook method was practical, Wick started to manufacture his bands in scores of different designs and sizes. He aimed to perfect a line

that would answer the requirements of all consumers and the result was a galaxy of colors and stripings ranging from a conservative black to the pulsating, soulstirring red, green and yellow of the college student. Then Mr. Wick started to advertise.

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A national campaign was inaugurated in the general magazines and from the very inception it "took hold." Orders began to pour into the Wick Company and before long the business was established on a solid basis. Despite the demand, however, the trade was rather unresponsive and Wick realized that he was not getting

maximum results out of his sales work. He experimented with various methods, but the trade held aloof, and no amount of co-operation and argument stirred them to enthu-

stirred them to enthusiasm.

It was at this time that George Dyer, of the Arnold & Dyer Agency appeared upon the scene. Mr. Dyer brought with him some radical ideas, and lost no time in telling Wick that he was on the wrong track. He constanted that the Wish

wrong track. He contended that the Wick product could not afford broadcast general publicity, and that the strongest sort of merchandising plan was necessary together with concentration of large space in one weekly publication—the Saturday Evening Post.

Mr. Wick was convinced, and the new plan was put into effect. Powerful mail series were prepared for the trade. double-page spreads were secured in all of the class publications, and the retailer was bombarded with folders and strong pieces of circular matter, setting forth the arguments of the Wick Hat Band. Then came full-page copy in the Saturday Evening Post. Dealers were instructed to watch the campaign in progress, and, as the spring season drew near, the merchandising literature increased in volume.



The pane — around the same pair — pai

28 Cents and 50 Casts
With of Philadelphila is Het Band
Authority is the leading colleges,
echnolis, seaternities, dights—the
brings out scores of exclosive paiterms and eolorings every seasonthe fashion scores of exclosive paiterms and eolorings every seasonterm fashion scores of exclosive paiterms and eolorings every seasonterm fashion scores to mention
with fashion scores to mention
Wick, Philadelphila
fashes at an exert and mean cust

The effect was instantaneous. All over the United States came "hurry-up" calls for the "band with the hooks" and in a few months the Wick Company was straining to fill orders. From that day to this, the campaign has lost none of its characteristic energy and brilliance. The same general ideas are adhered to, and there is no finer or more effective trade advertising appearing than that of the Wick Company. The line has been increased to meet new requirements, and the Fraternity hand business alone is a big industry. The market for these bands has been steadily forced beyond the borders of this country, and one can nurchase the "band with the hooks" in any first class haberdashery store of the Old World.

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One feature of the Wick campaign has been its educational effect. Consumer copy has been gauged to "whet the appetite" of the public for a touch of life to the somber hat. It has been pointed out that the straw or felt hat needs a little color and Wick shades and designs have in this way become standard. It has not been the Wick policy, however, to push any fixed designs. They aim to supply the consumer with any color, or combination of colorings, that his taste may commend. The Wick literature contains hundreds of color reproductions of the various bands and selection is left entirely in the hands of the purchaser.

A new trade journal launched in Miswaukee is the Butter, Cheese and Egg Journal, issued weekly. H. P. Olsen is publisher of the magazine, while D. S. Burch is editor. The magazine is devoted to the development of the dairy and poultry business, particularly in Wisconsin-one of the richest cheese states in the union.

The Technical Publicity Association discussed catalogues at its February dinner, February 10th.

The Manufacturers' Publicity Association, Pittsburg, held its February meeting February 11th. The principal speaker upon that occasion was Robert Frothingham, of Everybody's.

The Burlington, Iowa, Hawk-Eye and the Montreal, Canada, La Presse have been elected to membership in the American Newspaper Publishers' Association.



The Richmond Situation

During the months of October, November and December, 1909, the RICHMOND EVENING JOURNAL carried over sixty-five thousand (65,000) inches of local advertising, and this was thirteen thousand (13,000) inches or 25 per cent. more than the News-Leader and thirty-five thousand (35,000) or over 116 per cent, more than the Times-Dispatch carried the same days. The same proportion still prevails.

Most Richmond merchants use more space in the Evening Journal than they do in either of the other papers, and a great many of them use the EVENING JOURNAL exclusively.

Foreign or general advertisers, less closely in touch, are slower to take advantage of changing conditions, and during the same period both the Times-Dispatch and the News-Leader carried more foreign advertising than the EVENING JOURNAL.

The local advertisers, right on the ground, with intimate personal knowledge of conditions, with not only the money they spend in advertising at stake, but with their whole general business prosperity likely to be affected by their selection; — they say Evening Journal in terms and tones that cannot be misunderstood.

The foreign or general advertiser is slowly following suit.

Meanwhile we are doing our best to drive home the truth.

The circulation of the RICHMOND EVENING JOURNAL is now over 18,000 copies daily, which we think you will find is greater than that of any other Richmond daily newspaper.

SMITH & BUDD CO.

Advertising Representatives.

THE RICHMOND EVENING JOURNAL Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

Another Record Broken

During the month of January, 1910,

The Chicago Record-Herald

Contained 1,276 Columns of Display Advertising

exceeding all previous records for the month of January in the history of the paper by more than 52 columns.

Chicago Record-Herald NEW YORK OFFICE 437 FIFTH AVENUE

Low Inquiry Cost

The German Catholics are recognized to be the most responsive class of readers in the world. That is why

St. Joseph's Blatt

produces inquiries for its advertisers at a low cost, and moves goods quickly from dealers' shelves. Ask me for a few proofs.

Published by the

Benedictine Fathers

RALPH C. CLYDE, Adv. Manager 306 Goodnough Bidg., Portland, Ore. BENDER ON MODERN SELLING

The National Sales Managers' Association, New York Division, met at the Aldine Association's rooms, New

the Aldine Association's rooms, New York, on the evening of February 10th and was addressed by J. W. Bender, of the Dictaphone Company of America on the topic: "Organized Selling." He expressed the belief that the problem of selling was the greatest problem confronting industrial America to-day. The shops and factories are producing in great quantities and the product must be turned into cash in the fastest time possible. It is easier to make things than to sell them. One reason for that is because a thousand efficient factory superintendents can be efficient factory superintendents can be efficient factory superintendents can be found to one efficient sales manager.

Many proprietors are near-sighted Many proprietors are near-signite enough to be perfectly willing to spend thousands of dollars annually to bring about machine improvements which will enable them to produce at a fraction of a cent cheaper, but will be useful in the product of th willing to put a like amount into organizing and maintaining an efficient sales force and advertising campaign. The problem of production is held in the limelight at the expense of the equally important problem of market

ring.

The speaker said the day had gone by when men questioned the advisability of training salesmen. He spoke especially of Hugh Chalmers, who always considered it an excellent investment for the National Cash Register Company to put \$450 on the education of each one of its new salesmen.

Mr. Bender enumerated the require

Mr. Bender enumerated the requirements of the salesman as two, namely: Knowledge and Confidence. Under the first heading he put knowledge of himself, including honesty, truthfulness and sobriety; and knowledge of his game. This combination will necessarily produce enthusiasm, which is the greatest force in the game of selling. He said that those who say it is unnecessary are far astray.

ONE IDEA WORTH SUBSCRIPTION PRICE.

FIRST NATIONAL BANK.

TRAVERSE CITY, MICH., Feb. 4, 1910.

Editor of PRINTERS' INK:

I take pleasure in enclosing herewith our draft for five dollars for three years' subscription to PRINTERS' INK. appreciate thoroughly your put

lication, and inspect each number as it comes to my desk. Often I have been able to get an idea from a single copy which has been of more value than which has been on the subscription price.

LEON F. TITUS,

Cashier.

The United States Curtain Advertising Co, New York City, has been incorporated with a capital of \$5,000 by Gustav A. Schlitchting and others, to do a general advertising business.

The Automobile News, a monthly publication, published at Houston, Tex., has had its first issue.

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How to be the Most Prominent Advertiser in New York for \$55 a Day

The "Madison Square Showing" comprising the three greatest illuminated signs in the world, will be available May 5, 1910.

Because of their absolute domination these signs are offered for separate terms of three months only, at a total cost of \$5,000 for the period.

They are now occupied by Blue Label Soup and Ketchup, who were preceded by National Cash Register Co., Royal Typewriter Co., Edison Phonograph Co., Bull Durham Tobacco Co., Franco-American Food Co., Gillette Safety Razor Co., and many other famous advertisers.

The Signs are located at Madison Square, New York, and cover every point of the compass from which it is possible to view the Flatiron Building and the new Metropolitan Tower—which every one of the four hundred thousand visitors, from all over the world, who crowd into New York every day, feel it to be their mission to visit.

In addition to this immense national publicity, these signs are located in the very heart of the shopping and hotel district of New York City, showing up and down Broadway, up Fifth Avenue, and across Madison Square for half a mile or more.

The predomination of these signs is as powerful as though the advertiser had a display on the back page of ten of the leading magazines in America and Europe for a simultaneous issue.

Multiply 400,000 daily visitors by 30 (number of days in the month) without taking the immense local population that passes through Madison Square, and see if it does not total the circulation of the ten leading magazines of the world.

And then—there are many magazines and only ONE cluster of Madison Square Signs, where the advertiser's story is drilled day and night into the minds of millions with an impelling force that creates a lasting impression and gives a quickened impetus to every other method of publicity. No other advertisement placed anywhere, no matter how small, but would be a reminder to whomever had seen it of this big prominent display in the very heart center of the metropolis of America.

Full particulars on request.



Broadway, Twenty-second Street and Fifth Avenue
NEW YORK CITY

Is the Southern Farmers' Trade Worth Going After

Read the following clipped from the Southern Ruralist of January 15th, page 2.

phate rock on ail my land and then get my nitrogen at home from cattle and leguminous crops.

In closing, let me add that I have my farm named, have a full system of water-works, and a telephone, and am now installing my own electric light plant. I take four farm papers, one of which is the helpful RUBALIST, from which I take clippings of useful information, and I also keep a classified file for bulletins.

Poplarville, Miss.

the wel.
My pain gage old f stum our hustl plow day thing W

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STUMP PULLER DOUBLES PROFIT

I think I can say a word of sympa-

The Southern Ruralist, of Atlanta, Ga., has thousands of subscribers who are just such enterprising farmers as Mr. Prentice. They guarantee a minimum circulation of 125,000 each issue. The circulation February 1st reached 131,000. The February 1st issue carried 15,726 lines of high-grade paid advertising. You should see a copy of this issue. It's right up-to-date and the press work is exceptionally good. The publishers will be glad to send you a copy upon request.

The subscription price of the Southern Ruralist is \$1.00 a year. The paper is issued twice a month on the 1st and 15th. Forms close ten days before date of publication. Advertising rate 50c. per line. Special price on full-page copy and two-color work. It is perfectly wonderful the way this publication has forged to the front, and any advertiser who thinks of going into the South can not afford

The Southern Ruralist Company 20 South Forsyth Street -:- -:- Atlanta, Ga.

to overlook it. Address.

HOW SOUTHERN COMMU-NITIES ARE ADVER-TISING.

TISING.

JACKSONVILLE BOARD OF TRADE IN SUNDAY NEWSPAPER CAMPAIGN— VARIOUS PLANS OF OTHER ORGAN-IZATIONS—CONVENTIONS AND PRINTED MATTER.

By H. H. Richardson.

President Southern Commercial Secretaries' Association, and Secretary
Jacksonville (Fla.) Board
of Trade.

There is a large diversity of opinions amongst the various organizations of the country as to the best means of advertising a municipality, some believing in getting out expensive literature in the way of descriptive booklets, handsomely bound and filled with half-tone cuts of the princi-pal buildings and industries of the city; others have faith in a traveling exhibit on the railroad lines of the country, going from town to town advertising the opportunities and advantages of the community and distributing therefrom all kinds of pamphlets, etc.; some cities have tried the plan of opening branch offices in the leading cities of the country, for the purpose of giving information. to the inquirers who are seeking to change their location. these mediums doubtless are good, and bring a certain amount of results, and some of the plans mentioned above have been tried by the Jacksonville Board of Trade.

One of the most successful advertising campaigns handled by the Jacksonville Board of Trade was launched about twelve months ago. It consisted of two pages of illustrated and descriptive writeup of the city, and appeared simultaneously in the Sunday editions of seven of the leading Sunday daily newspapers of the country, published in Boston, New York, Philadelphia, Pittsburg, Cincinnati and Chicago. In preparing this article, consideration was given to the questions a homeseeker or investor would want answers to, before deciding upon a new location. Every item of living, commercial and agricultural endeavor was covered, and, at the end of the article offer was made to answer any individual inquiry that the prospective home-seeker might not find covered. Within a few weeks after this article appeared, the secretary's office was flooded with inquiries from every state in the Union, and answers began to come from the Philippines, the Hawaiian Islands, Canal Zone, England, Germany, Russia and other European countries.

The coming out of this article on a Sunday, when the readers of the press have leisure to digest its contents, and the fact that attention was called to the salubrious and balmy climate of the Southland at a time when the sections

Memphis, the Great Southern Market

A city of 200,000 people all hosters. The January book degreep everages 41,000,000 per-day including Sundays. The largest bedwood lumber market a great coston center the house of housdeeds of luctories and great pobling houses.

The Memphis market offers overy advantage to Southern merchants. Here as find goods selected especially for the Southern wade. Here are specially least who those open facults running up into the millioner. When we have the department of business in the two or these national market.

You awoul the danger incident to bugging in the two or these managed marks where goods must be disputed as on examine to the first Port in a well as a tropics, and must be disputed publing contrary in overy State, where many last purposes are presented as all and a single focus others carried four or five disputed in a part of them contracts four or five disputed in the property of the contract of the contract

ficients volume to biscome velocitie to the interest as a whole with cower units or made to quarte you in the ophodeling of were border.

With melouth reduction outside you over personal data are ago cal service on many with melouth reduction or ower personal data are ago cal service on many with the personal personal personal personal data are ago call service on the or ago as specification, which is a large more profits as a ten out to the personal personal or ago as specification, which to have you, when to evolveriane you, and went to decommon with you. There "few "and "and you many me are ago of service to decommon with you. There "few "and "and you many the personal pe

Memphis Commercial Association

where the newspapers appeared were gripped in the icy grasp of the Winter King, showed that the time chosen was the most opportune to get the desired results. It was also demonstrated that large number of readers preserved the pages containing this readable story of opportunity in the leading city of the Land of Flowers, because, even one year after its appearance, the secretary is receiving letters referring to it. One of the opportunities enlarged upon was the development of the vacant agricultural lands of the county, which resulted in large tracts of agricultural land being put on the market, in five and ten-acre tracts.

These lands were purchased by syndicates, which immediately

started a very extensive advertising campaign in the daily pa-pers in the East and West. A conservative estimate of the cost of these two advertising cam-paigns by the Board of Trade and by the land syndicates has been put at about \$100,000. One land company has told us that they have sold to 2,700 people, farm tracts of five and ten acres, within eight to ten miles of this New settlers have been coming in and clearing up their lands and building homes for the past six months, and appear to be well satisfied with their new homes.

We have exercised great care in the preparation of our advertising, so as not to be extravagant in the way of holding out hopes to the newcomer which cannot be realized, believing it is better to discount about fifty per cent of the actual facts, and give the benefit of the other fifty per cent as a bonus to the homeseeker, which tends to make him a thoroughly satisfied settler and a distinct gain to the community. We believe in being honest with these people. It is not only right, but, incidentally, it is best. No city should advertise anything but what it has to offer. A merchant advertises his wares to dispose of them, and their good quality increases his trade. A city's good qualities is what it has to offer to the newcomer. If they are up to grade, as advertised, it increases the city's population, prosperity and renown; but if its advantages are overdrawn, the newcomer is liable to become dissatisfied and disgruntled, and the result is that he leaves and will certainly advertise the city in a way that will tend to hamper its growth.

Several other cities in the South have adopted the above plan and, we are advised, with similar good

results.

No commercial organization should be so self-concentrated or selfish as to devote its entire time and effort to the advancement of the city in which it is located. We believe that every farmer settled upon the agricultural lards of this county is a distinct asset for the

city, and we also believe that in the settling up of the county, we are helping the state; and we even go further than this, for we believe that when we are inducing immigration to any part of the state or have any part in the establishment of any new industry in any part of the state, that we are also helping ourselves.

Jacksonville Board of Trade was the first commercial organization in Florida to publish a regular monthly bulletin of the work that it is carrying on. We get out from 1,500 to 2,000 copies of an eight-page publication which is sent to every one of our members, numbering between six and seven hundred, to the other commercial organizations of the country, to every inquirer at our office, and it is also mailed to every one who writes for information. A supply is also furnished to the direct passenger

FORT SMITH

Bellevier of the Control of the Cont

COMMERCIAL LEAGUE, F. Smith, A

steamers running to the port of Jacksonville from New York, Boston and Baltimore, so that the passengers southbound have an opportunity of reading what the "Power House of Jacksonville" is doing to upbuild this progressive city. We also issue nicely gotten up, small pamphlets, kept up-to-date, of a size suitable to put in correspondence. These are far superior to the expensively gotten up and handsomely bound descriptive books, costing less to mail, and do not get out of date. We also use many thousand picture postal cards of views of the city and its buildings, believing that on account of the craze for saving picture postal cards, that this is lasting advertising.

Another branch of our adver-

There is not a newspaper in the country that covers its territory more completely than does the

"BANNER" OF NASHVILLE, TENN.

Daily (average) circulation for year from December 1st, 1908, to November 30th, 1909, as verified by the Auditor of the American Newspaper Annual, was

40,025

This is guaranteed to be much larger circulation than the total of all daily papers published and circulated in Nashville and adjacent territory. No other medium necessary to cover this territory.

BENJAMIN & KENTNOR COMPANY

Foreign Representative

225 Fifth Avenue, New York City Boyce Building, Chicago, Ill.

22% GAIN

All January Advertising Records Broken By The Memphis News Scimitar

During the month of January. 1910, The News Scimitar carried more advertising than in any month during 1909, save one, and the gains over January, 1909, were as follows.

		2011
Local Display Adver- tising Gain Over Jan- uary, 1909		mea sult
Foreign Advertising Gain Over January, 1909	19,544	new at t
Local Readers Gain Over January, 1909	1,652	dust hibi
Classified Advertising	3 506	of we

Grand Total Advertising Gain Over January, 1909...... 75,642

1909

This means a gain of over eight columns a day for the entire month. It is but another evidence of the fact that the merchant and business man who has something to sell and wants to buy can best reach the people when they have the most leisure to read and when they are in the most receptive mood. The afternoon newspaper, coming at a time when the day's activities are closed, comes as a pleasure and a relief to the reader and is as a consequence thoroughly

Advertising That Grows Pays Advertising That Pays Grows

Foreign Representative

PAUL BLOCK New York: 290 Fifth Avenue.

Chicago: Hartford Building. Boston: 24 Milk Street.

tising is the securing of state and national conventions for our city, our plan being to send the secretary to conventions with advertising matter, which is distributed amongst the delegates. A strong bid is put in for the next convention, and if we are successful in securing it, the advertising matter we have distributed is nearly always kept for future reference, and when the time rolls round for the convention to be held, this organization does all in its power to make the visit of the delegates to our city pleasant and profitable. entertaining them with trips on the beautiful St. Johns river, automobile rides around the city, collations and entertainments. We have booked conventions for Jacksonville as far ahead as 1912,

these advertising many ins, we are securing good res in increased population and industries, but we do not stop the securing of these new intries; we hold annually an extion of the goods "Made in ksonville," in our fine Board Trade auditorium, for which make no charge for space or admission, but invite the entire citizenship to come and see what is being manufactured in the city.

We urge our large membership to get their housewives and housekeepers to call for goods "made in Jacksonville." Some of the manufacturers have advised us, after the last exhibition, that the local demand for their goods had increased from thirty to forty per cent as a result of our efforts. We are always pleased to give the benefit of the result of our experience to the commercial organizations of the South, and to get from them the results of their experience, thus, frequently saving considerable financial loss and trouble in experimenting with propositions and ideas that have proved failures elsewhere.

The associated dailies of Des Moines have adopted a resolution approxing of the action of the Post-office Department in its decision to give a strict interpretation to its order limiting the term of delinquent daily newspaper subscribers to three months in the case of newspapers enjoying the second-class privilege. The associated dailies of Des Moines

Befuddling the Advertiser

How Some Newspapers Try to Bolster Up Want-Ad Showing in Order to Make An Impression

Because it is recognized by advertisers and advertising agents that a newspaper's value is indicated by the volume of Want ads it carries, many papers which are weak in this respect resort to various devices to "make a showing."

For example, the Omaha Bee has evidently adopted the method of reprinting daily, free of charge, two or three columns of the Omaha World-Herald's paid Want ads, and about two more columns clipped from the Twentieth Century Farmer. Documentary evidence of this policy is furnished by the following letter received by a woman who inserted a Want ad in the World-Herald advertising rooms for rent:

THE BEE PUBLISHING CO.

Омана, Jan. 15, 1910. Dear Madam:—

We have taken the liberty of inserting your advertisement in The Bee free of charge for this week. You did not ask us to do it, but we are going to run it complimentary for you. Most everybody uses The Bee want ads and we want to show you what they will do.

You want to rent your room. We want to help you. You are spending good money in an effort to secure a tenant. You are right. The quickest and surest way to do so is to advertise. The Bee has thousands of readers who do not see any other paper, so we'are running your ad for them to see. One of them may rent your room.

We will do more than this. We will do for you what we do on a paid want ad. We guarantee to get

We will do more than this. We will do for you what we do on a paid want ad. We guarantee to get results for you, or run your ad until we do. This is fair, is it not? If you have not rented your room within one week from date, bring a copy of your ad to The Bee office, 17th and Farnam streets, together with the enclosed card, and we will run it for another week without further charge. We will do this every week, or until you rent your room.

We do this because we believe that if we take care of your ad and get you what you want this time,

We do this because we believe that if we take care of your ad and get you what you want this time, you will put a paid ad in The Bee the next time you have an ad to place.

Very truly yours,

THE BEE PUBLISHING CO.

The fact that the above is a "form" letter proves that the Bee is running Want ads free and without orders as a regular thing. Below are some actual figures of much interest in this connection.

Paid Want Ads carried by the three Omaha newspapers in January, 1910.

	No. of Ads.	No. of Lines.
World-Herald	23,582	164,080
Bee	11,465	97,440
News		62,454

The World-Herald carried 12,117 more Want ads than the Bee-more than double.

The World-Herald carried 66,640 more lines of Want ads than the Bee -an excess of over 68%.

The World-Herald carried more Want ads and more lines than the Bee and News combined.

As a matter of fact the World-Herald carries regularly more paid Want ads than any other three dailies in Nebraska.

Last December the Omaha merchants offered to investigate local newspaper circulations. The World-Herald and the News accepted. The Bee refused.

It's the WORLD-HERALD in Omaha!

VERREE & CONKLIN (Inc.), Representatives, New York and Chicago.

The World's Greatest Newspaper

The Vancouver World carried in 1909 more advertising than any other newspaper published in the entire world, notwithstanding the claims made by some American papers as the following comparison will show:

Total Advertising for 1909

	COLUMNS
The Chicago Tribune	37,814.85
The New York World	37,508.16
The New York Herald	34,427.04
THE VANCOUVER WORLD	48,092.06

Which shows a gain of 10,278 columns over the Chicago Tribune, which paper claims to carry the largest amount of advertising published in the United States.

Although the World has furnished the large papers of the United States with statements of its advertising, they ignore the fact that in British Columbia, in the city of Vancouver, there is a daily paper that is the greatest advertising medium in the entire world, and confine their comparisons to their own country.

The papers mentioned above publish seven days in the week, The World only six—DRAW YOUR OWN CONCLUSIONS!

Sample copies and advertising rates and other information will be furnished on receipt of postal request.

THE WORLD, Vancouver, B.C.

FELS-NAPTHA SOAP'S NEWSPAPER AND DEM-ONSTRATOR'S CAM-PAIGN

SOUTH BEING WORKED WITH PAR-TICULAR EMPHASIS-CREW WORK THAT GOES INTO HOMES TO DEM-ONSTRATE THE SOAP-NEWSPAPER ADVERTISING ALONE USED.

Fels-Naptha Soap is one of the products that has been thoroughly tried out by all forms of advertising. Hundreds of thousands of dollars have been spent in magazines, newspapers and poster work. To-day, the Fels campaign is exclusively a newspaper propo-sition. The Fels Company pins its faith in this form of advertising and is firmly convinced that the newspaper is the only proper medium for its product.

Back of each line of Fels advertising is the strongest sort of trade co-operation. This concern uses a unique system of demonstration that is applied to the consumer, jobber and retailer. These demonstrations are veritable invasions and they are personally supervised from the office of the sales manager in Philadelphia. When a Fels demonstrating party arrives at a town or village it is there for pretty active business.

These parties usually consist of ten or fifteen men and women who immediately start a house-tohouse canvass. The demonstrators are prepared to step into a private home and show just what Fels-Naptha Soap can do for the family washing. A sample cake of soap is left with each housekeeper and she is obliged to furnish the name of her grocer. Then the demonstrating party concentrates upon the retailers and job-Their introduction proposition is an absolute guarantee for sales. A carload of soap is at hand and, before many hours, every dealer is stocked up and ready to supply the demand which has already been created. As a final stroke comes the newspaper advertising. Strong "reason-why" copy appears in the local newspapers and the demonstrating

party moves on to the next sec-tion. Thus, in practically one operation an entire local merchan-

dising campaign is completed. The Fels Company does not believe in cut-and-dried methods of newspaper advertising. They do not think that general publicity is essential to their proposition, and they use space for the sole purpose of forcing sales. It is their policy to treat sections of the country to an individual cam-paign and these campaigns are gauged to meet the timely requirements and conditions of that particular district. Such treatment is



Anty Drudge on Nightmares.

rest - 'Can't one have some awful nig I did a big day's washing yesterday lay. And last night I dreamed I wa

necessary when one considers that the price of Fels-Naptha is governed by freight rates, and the standard size bar of soap that sells for five cents in Philadelphia may be costing ten cents in Montana.

The Southern States have been worked with particular aggressiveness and success by Fels-Naptha, and an immense sale is enjoyed there.

It has always been the Fels policy to keep their claims well within the limitations of the household They believe that their product is the best soap in the world for general family washing, but do not emphasize its value as a toilet article. They are particularly careful to make no florid statements that may sound misleading and use only bona fide, unsolicited testimonials. Quality must be maintained because the repeat order is a necessity with their plan of campaign.

Fels copy is bright and pithy. It gets right down to intimate facts with the housekeeper and tells her just why she should use a naphtha soap. All glittering generalities are religiously avoided.

This concern places no faith whatsoever in advertising "schemes." They believe in



Anty Drudge Gets a Proposal.

Mr. Millioms—"I want you to marry me, Anty Drudge.
I am wealthy and I can make you happy."

Anty Drudge—"Let's see, Mr. Millions. You are a manufacture of wanhoards and wanholiers and you are interested in the coal trust, aren't you? Yest- And you wouldn't want your wife to spoil your business by talking. On the whole, I think I can find more happiness in telling women how to save chemselves drudgery, save fuel and keep their health by using.

Pels-Napha in lakewarm water, without boiling, than I can by marrying you. Good Day."

straightforward education for the consumer and liberal sampling. Their relations with the trade are distinctly co-operative. tailer is forced to realize that his trade is being created for him and unsalable stock can be returned to the factory at will. The Fels Company believes that there is an existing soap "situation" and, to some extent, it is a delicate one. They are convinced that the manufacturer of a household soap must assume much of the burden of sales work and outline a selling policy that not only acts for the trade, but in conjunction with it.

Fels-Naptha is said to be a household word among one hundred million English-speaking peeple. In 1876 Fels & Co. began as manufacturers of toilet soaps, and the business continued along that line for some years. But during much of this time there was in the minds of the brothers Fels a growing recognition of a great human need—the need of stripping washday of its terrors.

The introduction of Fels-Naptha soap was followed by an instant and tapidly growing demand; so much so that the making of toilet soaps was gradually abandoned, and since 1896 the firm has devoted its energies to the manufacture and distribution of Fels-Naptha. It is now sold and used in every state and territory in the United States, in every province of Canada, and in every county of England and the United Kingdom, Nearly all of the general grocers in the United States have Fels-Naptha on their shelves.

All this soap is made in Philadelphia, in a model plant, which is one of the most important and most interesting of that city's industries. Twelve acres of land are occupied, most of which is covered by buildings, and new additions to the factories are constantly in

course of erection.

During 1906, with the introduction of the now famous Fels-Naptha character, "Anty Drudge," Fels & Co. sounded a new and refreshing note in newspaper advertising. "Anty Drudge" was created by The Ireland Advertising Agency of Philadelphia. The agency's copy-writers have endowed her with wise sayings and its artists have shown her in appropriate situations.

"Anty Drudge" has become an international figure. She is read and quoted from Maine to California, and in the United Kingdom

Mayor John W. Bailey. Charles W. Post, and the Battle Creek, Mich, Enquirer Publishing Co., have been served with notice of a suit for \$300,000 damages by Victor Polachek, of Chicago, and the Battle Creek Journal Co., of which Polachek is president.

S. M. Owen, editor of the Farm, Stock and Home, an agricultural paper, died at his home in Minneapolis, February 2d. Mr. Owen had been in ill health for several years.

MILWAUKEE

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ONE OF THE MOST-

Prosperous Cities in the United States

In the City of Milwaukee there are 3,989 Manufacturing Establishments.

These Factories employed, in 1909, over 106,000 Skilled Workmen.

These operators were paid the sum of \$229,864,362.00. The value of the Manufactured Products amounted to \$323,354,823.00.

It is this unusual prosperity that has caused such wide-awake progressive national advertisers as the Snider Pork and Beans, the National Biscuit Co., the Ladies' Home Journal, the American Radiator Co., the McLaughlin Coffee Co., the Southern Fruit Growers' Exchange, the Postum Cereal Co., the Elgin Watch Co., the Van Camp Packing Co., the Western Cereal Co., the Waltham Watch Co., Washburn-Crosby Co., the Curtis Publishing Co., the Cosmopolitan Co., all the leading Railroads, and all the other "top notchers," who are shrewd ones, to use the advertising columns of

The Evening Wisconsin

in reaching out for their share of this vast sum of money which is being lavishly spent by Milwaukee's Well-Paid Artisans.

We have a Guaranteed Daily Circulation of over

40,000

Representing the cream of the wage-earners of this city.

What story have YOU to tell to this Great Family of Home Readers?

THE EVENING WISCONSIN

MILWAUKEE'S GREAT HOME NEWSPAPER

JNO. W. CAMPSIE, Business Mgr.

CHAS. H. EDDY

5026 Metropolitan Building, New York 403 Marquette Building, Chicago Foreign Representative

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS. Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Treasurer, R. W. LAWRINCE. Secretary, J. T. ROMER. General Manager, J. M. HOPKINS. Adv. Manager, F. C. BLISS, The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston.
JULIUS MATHEWS, Manager. D. S. LAWLOR,
Associate Manager.

Chicago Office: 1502 Tribune Bidg., Telephone, Randolph 1098. WM. S. GRATHWOHL, Mgr. St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Issued every Wednesday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

J. GEORGE FREDERICK, Managing Editor.

New York, February 16, 1910.

Advertising An experienced New York agency man was talk-

"In 1892," he said, "it frequently fell to my lot to offer all kinds of advertising propositions to the newspapers in the South. I was acting at that time for one of the best known agencies, and one which had a splendid reputation for square dealing. If I submitted the proposition to 100 advertising managers in the South I thought I was doing well to receive answers from twenty-five of them. Think of it! Offer business to this many newspapers and have seventy-five per cent of them toss the letter into the waste bas-They seemed to feel that it was beneath their dignity to manifest interest in a nationally advertised product.

"But you can bet there is a change to-day. Give the slightest hint to a Southern newspaper that you have any advertising for him and he is as keen about getting it as the Northern or Western man is. Seventeen years has brought a radical change of sentiment.

"Perhaps the chief reason for the New South—new, from advertising viewpoint—is that the pa-

pers realize that they have an unequalled opportunity. I do not believe that any man who knows what he is talking about will deny that the South must be reached through the newspapers. magazine habit does not prevail there to any marked extent. So national advertisers have swung a good deal of patronage toward the Southern papers, which have gotten rid of ante-bellum journalistic notions and have gingered themselves up in a manner to give points to live publishers anywhere. Their rate cards give special inducements to big users of space, and no letters nowadays go into the waste basket, I can tell you."

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Another agency man, well informed regarding the South, said that that section is developing so fast industrially that generalizations that hold good to-day are out of date to-morrow. It was his conviction, based upon many visits to Southern cities and upon conversations with wide-awake publishers of papers there, that the Old South of cavalier days is historical.

"In general," he went on to say,
"I should say that the newspaper printed in one of the more
important centers reached out
further into the surrounding
country than do newspapers in
the Northeast. It is not unusual
to find journals which really
cover a whole state; and one or
two are now read all over the
South.

"In Kentucky and Tennessee the advertising man has found that he is dealing with a community whose hustle reminds him of a breezy Western state. The people are quick and snappy. are brisk and step lively, and do things with quick decision. This characteristic is still more pronounced in Texas. There the Old South has merged into the Old West and you have a new and Southwest - a wonderful coming market to advertisers who shape their campaigns right. Just take Fort Worth for instance. Plant a moving picture machine half a mile away and take a picture of a day, and at the end of six

months run the result off on a screen. Why, the ten and twelvestory buildings would rise like magic to completion; houses would spring up in a month and the streets lengthen like living There's material progress for you, and it's a fair example of Texas progress. The same is true of Dallas and Houston and Galveston. Down there, I am told that when the news goes round that a house is planned half a dozen men are on the trail of the builder before the ground is broken, to buy or rent. I know of a Pullman conductor who lived in a tent six months in one of the hustling Texas towns before he could get a house. The workmen are at a premium and the plain man with a trade is flush.'

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Conditions like these speak for themselves to an advertiser, and explain why more and more general advertisers are putting on campaigns in the south to cater to its rapidly increasing wants.

Chief Chemist Standard-Wiley strongly izing advised the Canned American Canners' Association the other day at its convention

that the members take steps to still further "standardize" their goods. Dr. Wiley did not go into detail about what methods of standardizing he advocated, but he did say that greater emphasis should be placed upon quality

rather than upon price. The advertising campaign of the Canners' Association is all very interesting, but it is only a feeble effort compared with the volume of canned goods consumed in this country, and with the number and prestige of the individual canners. An industry of such proportions as the canning industry should before this have developed a score of individual canneis persuing the same energetic and profitable policy

that Van Camp pursues. No line of food products cry out more at present for some farsighted merchandising methods than the great bulk of canned products. The consumer has a pitifully narrow and unfair choice at present, and many a good brand is made to suffer because of the trade traditions which exclude advertising.

"Standardizing" goods, as Dr. Wiley advises the canners, means nothing so much as marking individual quality and giving the consumer a chance, through advertising, to use his head in buying goods, not merely his money and his feet.

Concentrat. PRINTERS' INK ing on Spe- has been compliclal Subjects mented in the past year upon the various numbers in which it concentrated editorially upon some of the special phases of advertising and upon sections of the country, including Canadian and foreign export. It finds advertising men making practical use of these issues in their own plans of expansion and closer analysis.

There is a real need for detailed and special information about the rapidly expanding special fields of advertising, and the more live and broad the advertising man the more keen he usually is to study new methods and mediums and understand the rapidly evolving economic and publishing conditions in various sections of the

country.

To many advertising men, the facts about the South gathered in this issue will be particularly interesting, because of a widespread misconception of the South as a weak merchandising section. PRINTERS' INK has no desire to eulogize any section—and in the case of the South there is no need to, for the facts presented speak eloquently for themselves, and more eloquent than all facts is the very evident new spirit of energy.

These words have formed an all-important The Freedom of the Press part of American traditions of democracy ever since the earliest dawning of the spirit of liberty in this country.

Recently they have been sounded anew in many ways, in a manner that helps to refute the slanders made by plays and books and public utterances which insinuate that the press is no longer as free as it was, hinting that advertising interests now constitute the subsidizing influence. Some large corporations which advertise undoubtedly wish the newspapers were a good deal more influenceable than they are. The brewers, for instance, have done their best, but secured amazingly little encouragement, considering their advertising "power," and the thousands of newspapers.

In the recent suit of Borough President Bird S. Coler against the Brooklyn Eagle for \$100,000 damages, Judge Sutherland delivered a memorable charge to the jury on the freedom of the press, a charge which operated against the old newspaper cynicism, "the more truth, the more libel." He

said:

If the charge against him is well founded, then this paper is to be commended for the performance of its duty as a paper toward exposing a public officer false to his trust. If the charge is false, then a serious damage has come to Mr. Color, naturally, by the making of these false charges in a paper of the standing and with the great circulation and influence which the Eagle undoubtedly possesses and enjoys. So, gentlemen, you are not dealing with a passing matter here.

Coming to the court house each morning I have passed by the statue of one of the great men of our nation. He was a great statesman, he was a Na-

Coming to the court house each morning I have passed by the statue of one of the great men of our nation. He was a great statesman, he was a Nationalist. It has been said of him that he thought continentally. He was a very great lawyer. He was a friend of liberty. He was a defender and expounder of the law. You gentlemen perhaps will recollect that the last case that Alexander Hamilton argued before the Supreme Court of this State was the case in which the editor of a newspaper had been convicted of criminal libel. On the trial of that newspaper editor he asked the court to give him an opportunity to prove the truth of the statements which he had made in the paper in justification of his act. The presiding justice ruled that the truth of the article could not be proven, that it did not constitute a defense, and the editor was convicted. An appeal was taken from the judgment of conviction, and Alexander Hamilton then came into the case as counsel for the editor and in his last appearance before a human tribunal he argued in favor of the liberty of the press. And this was the rule which he asked the court then of last resort to announce—that when one is accused of the charge of libel it should be competent for him to prove that the statements made were true, and that if the jury should then find that the state-

ments made were true, and published with a good motive, and for a justifiable end, that the defendant should be acquitted.

The Supreme Court divided evenly upon that question. The judgment was not reversed; but so profound was the impression created upon the country, upon the minds of all thinking men of the country, by Hamilton's argument which was said by chroniclers of the time to be the most able he ever made in a court of justice, that the following year the legislature passed an act declaring it to be the law of the State that it should be competent for a defendant charged with criminal libel to prove the truth of the publication, and if the jury should find the publication to be true, and made with good motives and for justifiable ends, that then the defendant should be acquitted. And when the constitution of the State was next amended a clause was inserted in to that effect, almost in the word spoken by Mr. Hamilton in his last argument, and it stands in the Constitutions practically of all the commonwealths of this great nation, and to my mind that is the great and enduring monument to Hamilton as a lawyer. I speak of it, gentlemen, only to bring to your minds a little reminder as to

I speak of it, gentlemen, only to bring to your minds a luttle reminder as to what the struggle for a free press has been. There was a great struggle in the courts of England over this question. Lord Erskine, the greatest advecte, in the opinion of many, that ever stood in an English court won his fame as a lawyer by pleading before English juries that when a publication is shown to be true and made with good motive that it should constitute a defense to a charge of criminal libel. And that is to-day the law of England, the law of America; it is the law here.

Our courts have gone further. In cases of civil libel, where a man sues for damages, they have gone further, and said that if the statement printed in a newspaper is proved to be true, that the truth will constitute a complete defense for an action for damages, no matter what the motive behind the publication may have been. That rule may be the subject, perhaps, of some qualications which need not be discussed here, but for the purpose of this trial. I charge you that if the facts stated in the publication of August 22, 1906, in the Eagle about Mr. Coler are true, then the defendant is entitled to be exonerated at your hands, and your vettlet must be for the defendant. As I have said, the welfare of our people, the liberty of our people, depends in great part upon the maintenance of the freedom of the press; and you gentlemen, in your capacity as jurors, will not forget to give due regard to this great principle which is recognized in our affairs and always will be recognized. We must uphold the freedom and liberty of the press to publish the truth, to publish it fearlessly. But, gentlemen, the time has not come and never will come. I apprehend, when it is not the duty of a newspaper before making a charge of official corruption or disgraceful conduct, or criminal conduct against any mas to take due care that the charge is true.

70c. a line if you buy before March 1st.

\$1.00 a line if you buy after March 1st.



Full and Plenty.

LIFE is no longer a luxury. Its remarkable progress has made it a necessity.

Few, if any, publications are showing an advertising and circulation growth similar to LIFE, which makes a proportionate advertising rate necessary effective March 1st issue.

All orders received before March 1st hold

at the 70c. card for space as desired up to the first issue of September, 1910.

Present circulation 91,000, and it is conceded LIFE has more readers per copy and is retained for future reading more than any publication printed.

For further information.

LIFE'S Advertising Manager,

Geo. B. Richardson. . 31st Street, West, No. 17, New York City. Western Manager.

B. F. Provandie.....Marquette Bldg., No. 1204, Chicago, Ill.

WHY NEWSPAPERS SHOULD ADVERTISE.

DEPENDENCE UPON VOLUME OF AD-VERTISING — W H Y PUBLISHERS SEEK TO DEVELOP ADVERTISING AGGRESSIVELY — "TAKING THEIR OWN MEDICINE."

By Charles Austin Bates.

From time to time the newspaper publishers of various cities or sections, or classes possessing some peculiar and inexplicable mental twist, band themselves together with solemn oaths not to indulge in advertising of any character.

When you come to consider it seriously, this is a performance calculated to make women faint

and strong men tremble.

Newspapers depend for their prosperity, and, in most cases for their very existence, upon advertising. They go up and down the earth, proclaiming loudly and vociferously the virtues of advertising. They use up all the words they can find in all the dictionaries in an endeavor to make people who don't advertise advertise, and people who do advertise advertise more.

A non-advertiser gives them gooseflesh whenever they see him. They preach advertising, advertising, advertising, in season and out of season, and never get tired

of it.

The average newspaper can give you more reasons why you ought to advertise largely and persistently than you could pack into a box-car, yet when it comes to proving its faith by its works, when it comes to taking its own medicine, it dodges violently.

A non-advertising newspaper is a monstrosity. It stamps itself as not having the courage of its convictions—or really not having any convictions at all. It endeavors to make everybody else take regular doses of a cure-all for business debility, but shuts its own teeth hard and refuses to swallow a drop.

Now what kind of an attitude is this for a self-respecting newspaper to take? How can a publisher keep his face straight while preaching advertising to others when he will have none of it himself?

Let us see how it works out. The advertising agents of America have a large number of clever and artful young men chasing to and fro over the country, working up business and inducing people to advertise. It is their business to sell advertising—which is to say, to fill the yawning space in the newspapers of the country. Newspaper space is the commodity. Advertising agencies and their assistants are the retailers.

Newspaper space is easy or hard to sell in proportion as its merits are known. It is just the same with newspaper space as it is with any other commodity.

It is easy for a retailer to sell Scott's Emulsion, because that particular brand is well known. It is easy for the retailer to sell Uneeda Biscuits, because the National Biscuit octopus has covered the country with alluring and scintillating advertising matter thereupon.

The retailer may not want particularly to do it, but he has to do it. The goods are so well advertised that the public insists upon

having them.

Now suppose that the manufacturers of a medicine or food product should hold their noses high in the air, fold their arms, refuse to advertise their goods, and expect the retailer to do all the pushing. The retailer, if he tried it, would have a mighty hard time of it. He would have to work very hard and not sell many goods either.

Probably, though, instead of trying it, he would exclaim to the manufacturer: "Go to!" also specifying the exact spot to which the manufacturer was expected

to go.

Yet the newspaper publisher now under discussion pursues precisely the course mentioned.

He has his space to sell and he wants to sell it. He doesn't propose to assist in any manner. He proposes to sit back and let the advertiser and advertising agent do all the work.

He has a valuable commodity,

An Advertising Course By Experienced Advertisers



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Instruction and Administration Buildings,

FOR the business man who wishes to do his own advertising; for the man who is already doing it, but who wishes to do it better; or for the man who intends to make advertising his life-work, no other method offers so many cr such unusual advantages as the Advertising Course of the International Correspondence Schools.

THIS Course is the crystallized result of our own and successful advertising experience, back of which is an expert knowledge of a wide and varied line of commercial industry. No other institution, concern or individual has ever had the opportunity or the facilities for studying so many different lines of business from so many points of view, as the I. C. S.

IN addition, we have consulted the highest paid and most prominent advertising managers, writers, editors and solicitors in the country, which all means that the I. C. S. Course of Advertising is just what we say it is—an Advertising Course by Experienced Advertisers, embracing copy writing, follow-up systems, managing advertising appropriations, illustrating, mediums, catalogue and booklet writing, in short, every branch of advertising, from type sizes to managing a national campaign.

To learn more about it, and how it particularly meets your requirements, fill in and mail the attached coupon.

DOING this puts you under no obligation. Send the coupon to-day.

International Correspondence Schools Box 1206, Scranton, Pa.

Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course.

City State

but he refuses to make its name a household word like Royal Baking Powder or Ayer's Hair Vigor. He refuses to make his brand of goods staple.

Why should other people labor and perspire in the interests of the newspaper publisher when he refuses to blow his own horn?

If they do it at all, they do it under protest, and they avoid it

every time they can.

All the newspapers in all cities ought to advertise. It would pay

them to do so.

Every week in the year some new advertiser with a few thousand dollars is looking for some locality in which to make a start. He looks for some city whose newspapers thoroughly cover the ground, whose merits are well known and whose value as media have been well advertised.

The town whose newspapers have shut up like clams doesn't

get that business.

Every year thousands upon thousands of dollars go into certain towns for experimental advertising. They go into those towns because the newspapers are well-known newspapers—well known not on account of what they think of the conditions in the Philippine Islands, nor their ideas as to the Constitution following the flag, but as to the manner in which they cover the ground, their circulations and all the business details that an advertiser wants to know.

Advertisers keep away from the newspapers of the clam character just as long as they possibly can.

The advertising agent or his traveling men cannot be expected to waste much breath in arguing for non-advertising newspapers. They naturally work along the lines of least resistance. They naturally place advertising in papers in which it is easiest to get the advertiser to go.

The man who commences to advertise has been thinking of the matter a long time. He has been reading advertising trade papers and studying in every possible way the question of media, circulation, rates, etc. He knows about the papers that advertise themselves.

They have made a distinct and

deep impression upon him. He has seen the claims they make for themselves and believes them. He is very favorably prepossessed toward them; consequently, when some advertising agent secures his order he has already made up in his mind a list of papers comprising those which advertise, and has in his mind a territory covered by papers which have not hidden their lights under a bushel, and the advertising agent is supposed by non-advertising papers to argue their merits for them and counteract the influence of the advertising of competing sheets or competing sections of the country.

Maybe he will.

And then again, maybe he won't, Another thing: when a newspaper makes itself known and advertisers insist upon using it, it can charge a reasonable rate for its space and stick to that rate. It doesn't have to make concessions or give big commissions. It is the unknown paper and the little fellow who have to hold out extra inducements in the way of large percentages off card rates. That is to say, they have to pay money out of their pockets in order to get advertising which really belongs to them.

The advertising newspaper doesn't have to do that. It pounds its superiority as a medium into the mind of the advertiser until he thinks he simply has to have that paper. He feels that he could not cover the field without it. That paper goes into his calculations and he is going to see that it is on his list. Consequently, the paper gets the business and doesn't have to get down in its pocket for extra discounts and commissions

in order to get it.

The way to get trade you ought to have is to advertise for it.

The way to make your goods known is to keep them before the public.

The way to secure co-operation of the retailer, whether he wants to co-operate or not, is to advertise

This is as true of newspaper circulation as it is of socks or suspenders, and there is no disputing it.



These specimens are full size letter-sheets with Printed, Lithographed and Die-Stamped headings, just as they are used by prominent firms throughout the country. They illustrate how other big business houses secure dignified, refined, productive business stationery.

You should have these letter-heads. Send for them. Compare them with your own. Note the beautiful printing and lithographing results here obtained, just as you may obtain them through the use of COUPON BOND; note the quiet, impressive dignity and elegance of a COUPON BOND letter-sheet over that which any other letter-sheet makes possible.

If you want business stationery that is really productive—these samples show you how to get it. They point out in the most convincing way, how you too, may have business stationery that of itself does business.

Send for these samples today. They are free. With them we will also send you samples of Berkshire Text and Arrivé Half-tone paper; two of the best papers for Book or Booklet work.



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AMERICAN WRITING PAPER CO. 23 Main Street =:= Holyoke, Mass.



Largest Mfrs. of Writing, Book and Cover, and other Papers for Business Purposes. 29 Mills.

Spare Moments

ROCHESTER, N. Y.

100,000 Copies

40 cents per agate line

March Issue

First published by new management

LOOK FOR IT

\$20,000 appropriated for new subscription campaign. For further particulars address

SPARE MOMENTS ROCHESTER, N. Y.

C. T. JOHNSTONE FRANK A. WOOD Publisher Adv. Mgr.

Publishers

I want to represent a high-class daily publication in Chicago and Western territory. Am thoroughly experienced and can give you endorsements from all leading agencies. Have acquaintance with the good advertisers and can produce business.

If vou are not represented in Chicago, or if you are not satisfied with your present arrangement write me. All correspondence strictly confidential.

Address, "S," Box 31, care of Printers' Ink.

CHARITY ORGANIZATION ANALYZES NEWSPAPER WANT ADS. to

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INTERESTING INVESTIGATION OF TWO BIG TYPICAL WANT MEDIUMS—ABOUT A THIRD OF WANT ABS FOUND MISLEADING — S O ME SCHEMES WORKED—RELATION OF SUPPLY AND DEMAND IN LABOR MARKET, AS INDICATED BY ADVERTISING.

A recent report by Edward T. Devine, general secretary of the Charity Organization Society of New York, (which is an amalgamation of all the charitable organizations of the city, and also includes the Russell Sage Foundation), contains an exhaustive study of "Newspaper Advertisements as a Medium for Securing Work and Help." This examination of want advertisements and the labor market was made by H. G. Paine, who was commissioned to carry on the investigation by the general secretary.

Mr. Paine chose two New York dailies, the World and the Herald, the chief want ad mediums of New York. He examined periods in 1902, 1906, 1907 and 1908.

For purposes of comparison he

For purposes of comparison he divided the labor field into six general classes: Clerical, skilled, unskilled, agricultural, domestic and professional

and professional.

It is of interest just at this time when the question of just how far a paper is af-le to guarantee the reliability of its advertising is being debated to note what Mr. Paine has to say about fake want ads. Of 16,039 help wanted advertisements in both papers for the period investigated, he found 6,130, or 33.7 per cent, "fake." Most of these proved to be disguised ads for agents, canvassers, collectors, solicitors, etc. All requests for "amateur actors to join dramatic company in process of formation" were classed as fakes. Especially did these deceptive

Especially did these deceptive ads flourish and multiply in "hard times." Under fairly normal conditions of the labor market they ran from 24 to 34 per cent of the

total of "Help Wanted" advertisements. But beginning with December, 1907, the percentage of fakes advanced by leaps to 53 percent in July, 1908. It appeared that, roughly speaking, the percentage of fake ads varied inversely with the actual demand for labor. The harder the times the more fakes.

Sometimes differently worded advertisements led to the same building. One instance of this was uncovered when a man answered two forms of an advertisement, each giving a different address, one the Fifth Avenue door, the other the Twenty-sixth Street door, of the Brunswick

Building.

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A mean form of graft was discovered among advertisements for real estate salesmen. A real estate speculator engages a man to sell lots on commission. Says Mr. Paine: "A real estate deal requires considerable 'working up' before it is consummated. prospective purchaser must be visited two or three times, perhaps, before he will go to look at His railway fare the suburb. must be paid. He must be placated with lunch. This takes time, effort and money, all contributed by the salesman. about the time the customer is ready to close the speculator de-clares that it is clear from the time that has elapsed that the salesman is not up to his job, steps in and effects the sale himself, while the salesman gets nothing,' and is out his time and expenses.

With the fakes and boys wanted advertisements eliminated, it was found that there remained a total apparent demand of 9,909 as against a supply of 18,936. But inasmuch as some of the ads asked for "more than one" man (which often meant eight or ten, but usually two or three), the demand was more accurately stated by

12,831.

An interesting tabulation has just been made of the reading preferences of Wellesley College girls. Most all of them read newspapers, to some extent; 250 out of 450 read the weeklies, and all of them read at least one monthly magazine.



Binghamton, N. Y.

The house in busy, beautiful Binghamton into which the Binghamton Press does not go each day, is a rarity.

Of its 21,000 circulation, 11,000 go into Binghamton and connecting suburbs, Lestershire, Endicott, Union, and Port Dickinson. Nearly 19,000 of them go into a territory comprised within a 40-mile radius of the **Press** building.

Not many homes left, are there?

The quick and permanent establishment of the **Press** a few years ago was one of the marvels of present-day journalism. The vim and energy, the brain and experience, that created the **Press** and sustained it is responsible for its steady development.

It is a great advertising medium.

SMITH & BUDD CO.

Advertising Representatives
Brunswick Bidg., New York; Tribune
Bldg., Chicago; Third Nat'l

Bank Bidg., St. Louis.

WHAT COTTON MEANS TO THE SOUTH.

ONLY A DOZEN YEARS AGO COTTON FARMERS WERE PAUPERS — PRICES NOW THREE TIMES HIGHER THAN IN 1898—MUCH GREATER PURCHASING POWER IN CONSEQUENCE THROUGHOUT SOUTH,

The foundation of Southern wealth has always been Cotton. The South owes more to King Cotton than to any other similar potentate of the industrial world. And, even with the present rapid development of other industries, among them being general farming, manufactories and the like, King Cotton gives every indication of remaining the great "I Am" permanently, for he, too, is striding ahead tremendously.

"Cotton," says Hugh McElroy, exchange representative of Edward Moyse & Co., cotton brokers, New York, "the very word con-jures up visions of prosperity, if not of opulence; and yet it is barely a dozen years since the cotton farmer was a pauper in the truest sense, since the more he raised, the poorer he became and the more deeply in debt. Looking back at that period and comparing it with the present situation in the South, the imagination is taxed to grasp the immense change which has taken place. Even a comparison of the prices ruling in 1898 under 5 cents-and the prices this season-above 15 cents-striking as it is, hardly conveys an adequate idea of the improvement in financial and social conditions throughout the South."

"Every successive year has brought greater prosperity to the Southern farmer. Record-breaking crops have brought record-breaking prices. The \$250,000,000, received for the crops of 1898, had expanded into \$700,000,000 for the bumper crop of 1908 and into \$800,000,000 for the short crop of 1909. Of course, the cost of production has also increased, but not in a way to be compared with the enormous increase in the value of the product. It can be readily understood that, when cotton has sold for a period of

twelve years steadily well above the cost of production, and in some seasons very much above, the accumulation of wealth among the agricultural element must have been immense. This is the case, as is proven by the enormous increases in bank deposits, the expansion in industrial activity, and the heavy purchases of improved agricultural machinery."

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It is, perhaps, not generally known that the population of the South is homogeneous and intensely American. The proportion of the foreign-born is less than 2 per cent. As enterprise is the dominant trait of the American nature, it is a foregone conclusion that now the American of the Southern States is getting possession of real wealth, he is seeking active and profitable employment for it. The savage's wants are few; the civilized man who has money has many wants. South is making faster strides than any other section of the country. Manufacturers, dealers and jobbers are alive to the opportunity afforded them to exploit their wares. The is abroad in the land. The drummer of every kind are finding ready sale in the South, as is especially evidenced by the great sale at present of talking machines, mechanical pianos and automobiles.

To get an adequate idea of the market for Southern cotton, something must be known of the many latter-day uses to which cotton is being put. Dick Brothers & Co., of New York, have enumerated a few of these in a letter to the Southern Railroad subsequently printed in several Southern news-About 290,000 bales of papers. cotton are needed for the duck basis of automobile tires alone. The International Harvester Company is, perhaps, the largest buyer of cotton, using it in enormous quantities in its machinery. Mil-lions of miles of copper wire, used in electrical work, owes its perfection to its cotton covering. It is said that the electrical interests of New York alone require 400, 000 pounds of cotton weekly. The khaki uniforms of the armies of the world are cotton. One large tobacco company alone requires a million yards of cotton cloth for use in shade culture. It also uses four million yards in making bags for only two of its popular brands of tobacco. Thousands of bales of cotton are annually used in fire-proof building construction. Pottery establishments are using millions of yards of duck each year for use in squeezing water out of a clay. And all this is only a beginning.

It will be seen that the cotton possibilities of the South are limitless. Col. Alfred B. Shepperson, of New York, an expert on cotton, has been quoted in the Manufacturers' Record as saying: "The size of the United States (cotton) crop doubled in the last twenty years, and the percentage of increased production has far exceeded that of the cotton crops of India and Egypt. There can be no question of the ability of the United States to always produce hereafter sufficient cotton for the requirements of the cotton mills of the world."

Increase Your Business, Mr. Publisher

Am in a position to represent one more daily paper. Well established with offices in New York, Chicago, St. Louis and Kansas City. Will guarantee increase in business. All correspondence strictly confidential. G. W., Printers' Ink.



AS long as there are good printers and good printing, the sample books of Strathmore Quality Book and Cover Papers will be the first ones consulted when a first-class, bang-up booklet or catalogue is wanted. The "Strathmore Quality" books show just the papers needed.

MITTINEAGUE PAPER COMPANY
The "Strathmore Quality" Mills
MITTINEAGUE, MASS., U. S. A.

HOW THE SOUTH IS AD-VERTISING ITSELF.

SOUTHERN COMMERCIAL CONGRESS AND ITS PLANS - AWAKENING BOTH INSIDE AND OUTSIDE-MEN BEHIND IT.

One of the most interesting things about the South is its awakening consciousness to the need of showing to the rest of the country its resources and encouraging co-operation in develop-

Recently the Southern Commercial Congress has been organized, the underlying ideas behind which

are:

1. That the South in its ultimate development will be commercially stupendous because of its inherent

2. That the men of the South must, therefore, apply themselves more vigorously and more confidently to the portions of the South and the business in which each of them is interested.

3. That the South must frankly face the fact that it has itself been slow to realize the natural oppor-tunities which belong to it and has been negligent in emphasizing these opportunities to the nation

and to the world.

4. That because of a great historic struggle and the misunder-standings and recriminations to which it led the South has remained largely unrecognized as a great commercial area and in many ways has been dreaded for supposed dangers-physical, per-

sonal, and educational.
5. That under present conditions of news gathering the ab-normal and the disorderly have a quicker call on the wire than the orderly and the progressive. Consequently, through no fault of its own, and through an unavoidable own, and through an unavoidable condition which news gatherers have to comply with, there is throughout the nation and the world an impression that the South is unhealthy, that human life is insecure, and that there is a mong its many and interesting the state of t among its men an irritability which makes it better for the

stranger to stay away and remain in conditions that he knows, rather than to move toward conditions that he knows not.

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The Southern Commercial Congress is the name given to a cooperative effort of organizations and of men who, realizing fully the advantages and the difficulties that lie in the way of the South have determined that the advantages shall be made known and the difficulties overcome. It is nothing more nor less than a publicity move "to inspire the South and to inform the world."

As the work proposed by the Southern Commercial Congress affects practically one-third of the United States, and is a determined effort to bring that third to a parity of development with the other two-thirds, it will begin to take its rightful place in the minds of the readers of PRINTERS' INK. Its sanity has been shown in the good judgment of the men who have brought it into existence, and who are maintaining it, in that they insist that the Southern Commercial Congress shall not be a director of the efforts of any man or of any organization; that it shall not take a portion of the South and attract attention to it, and that it shall not follow any one line of industry and emphasize it. It believes that simply giving publicity to Southern progress through existing mediums as attractively as possible, will set in motion the natural laws which prompt men to seek opportunities and to develop them.

The president of the Southern Commercial Congress, unanimously re-elected, in December, 1909, is John M. Parker, of New Orleans, a leading planter and cotton factor, who, from his earliest man-hood, has been active in public affairs in New Orleans and Louisiana, and always on the side of progress. Mr. Parker became na-tionally known as host of President Roosevelt in his bear hunt-

ing trip of 1907.

The first vice-president is Hon. David R. Francis, a man who by instinct and by training knows how to arouse the world's inter-While a young man he was

mayor of St. Louis, later governor of the State of Missouri, then, later, Secretary of the Interior, under President Cleveland. The duty above all others that made him a national figure and gave him a world-wide reputation was the work done in making the Louisiana Purchase Exposition at St. Louis, in 1904, a success as a World's Fair and as a financial enterprise.

The second vice-president is General Julian S. Carr, of Durham, North Carolina, a pioneer tobacco manufacturer, head of six

cotton factories.

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work of the The technical Southern Commercial Congress is carried forward by G. Grosvenor Dawe, managing director, who was previously secretary of the Commercial Club of Montgomery, Alabama, and in organization and publicity work with three large publishing houses in New York.

The Gray Advertising Service, Com-monwealth Trust Building, Philadelphia, Pa. (recently organized), are requesting to be favored with rate cards of pub-

The South's Livest Farm Paper



RALEIGH, N. C., and STARKVILLE, MISS.

GROWS LIKE THIS

Circulation,	1903,				5,504
Circulation,	1904,				10,509
Circulation,	1905,	-			13,583
Circulation,					18,853
Circulation,	1907.				23,832
Circulation,					38,259
Circulation,					70,108
Circulation,		Esti	mai	ed)	

(There's a Reason)

Are you interested in a man thoroughly capable of looking after Advertising and Printing?

I am efficient and experienced in writing, preparing and plac-ing advertising, and the plan-ning and execution of effective printed matter. Am a capable correspondent and skillful systematizer.

tematizer.

Have twelve years' practical experience, a clean record, the energy to do things and the ability to do them well.

I can think for myself and am accustomed to responsibility.

"BRAINS," Box 55, care Printers' Ink

WE HAVE PREPARED SUCCESSFUL SHOW-CARDS AND WINDOW NOVELTIES

for Bovil, Armours' Meats, Dewar's Whisky, Skipper Sardines, Van Houten's Cocoa and practically all the most successful British Advertisers. We are the sole proprietors of Mathews'. Aerial Gauze Showcards, Aerial Thread Showcards and other window display novelties. Some new creations in course play novelties. play novelties. Some new creations in course of preparation. Advertisers desirous of se-curing "out of the ordinary" attention, ar-resting window display material, please state wants and quantities. Send dummy sample package and we will submit free of charge suitable specimens and charges.

T. Mathews & Co., 12 Short St., Leicester, Eng. United States Representative
MR. PRANK A. SPRINGER
Room 406, World Building, New York

"A Daily Newspaper for the Home."

The Christian Science

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world. Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave. Chicago Office: 510 Orchestra Bldg.

Advertising rates furnished on ap-application.

Lincoln Freie Presse

German Weekly

LINCOLN. **NEBRASKA**

Has the largest circulation of any news-paper printed in the German language on this continent—no exceptions.

CIRCULATION 143,054 RATE 35 CENTS

You Are Interested in the South

We are a recognized factor in Southern Commercial Activity.

Located in the South— Knowing Southern Conditions—we render Advertising Service you cannot get elsewhere.

Actual experience behind our Selling Plans.

May we advise with you?

Margon Advertising Co.

HULL HIS C R E D



JUST OUT Ready for distribution. It touches on business policy and how to reach clear, clean, sane decisions. Are you in doubt about your next move in advertising or selling plans? Send stamp for the "Credo."

JAY WELLINGTON HULL

TRIBUNE BLDG., NEW YORK CITY

EDUCATING PUBLIC BY CAR CARDS TO ORDER COAL EARLY.

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CURTIS-BLAISDELL CO., NEW YORK, HAS EXCELLENT SUCCESS WITH EDUCATIONAL SERIES—CONCENTRATION ON DISTRICTS—MOVING PICTURES CONTEMPLATED,

The recent bad weather that struck New York offered an opportunity that the Curtis-Blaisdell Company, one of the largest coal companies in the country, was quick to turn to advantage.

One thing that is most exasperating to the coal men is the timehonored custom of ninety-nine people out of one hundred of waiting until the cold, stormy sesson sets in before putting in the winter supply of coal. The firs storm brings the orders pouring in. The natural result is that the



SPECIMENS OF CAR CARD ADVERTISING

demand cannot begin to be properly cared for.

In an attempt to educate the public to order in time, the cards reproduced on this page have been placed in the New York cars.

Mills Miller, who has charge of the Curtis-Blaisdell Company publicity, says that this street car campaign is the first attempt to reach the consumer by the indirect method of advertising. "Our ad vertising dates back to the year just before the great coal strike," says Mr. Miller in describing methods used by the company. "At that time we sent out to our regular customers an announcement of the reduction in prices. When the strike was on, another letter was sent out giving notice of the increase in prices.

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"For years we have sent our customers novelties in the shape of rulers, blotters, atlases, etc., and salesmen on the road are kept supplied with useful articles for distribution among present and prospective users of our coal. Then we have used various directories to secure lists, and the names obtained in that way we have divided into districts and worked systematically. Every prospect receives our circular matter and one of our twenty salesmen, each of

whom is assigned a certain terri-

tory, calls upon his list.
"So far as we can trace results, not one direct order has been received as a result of our advertising on the street cars. But we do know that we are putting on our books the accounts of from fifteen to eighteen hundred new customers a month, which is far in excess of the number of previous months. Whether this is the result of our concentration on districts, our car advertising, or our increased force of salesmen, is hard to say, but it seems to us that the three working together, make for increased efficiency.

"We are thinking seriously of having a moving picture film made showing the coal as it lays solid in the mine, through its many handlings, until it finally is dumped into the consumer's cellar. It is not an exaggeration to say that probably not more than ten thousand people in New York City have ever been through a mine.



INDIVIDUAL CONFIDENTIAL VALUABLE

The Ethridge Company offers to agencies a service at once important and unique.

No other service is similar.

Our work is auxiliary to that of the agent and in no way competitive. We neither solicit nor accept the placing of accounts.

Our province is to intelligently co-operate with agents for the better service of their clients, and to help with suitable Drawings, Plans, Copy, Ideas and Suggestions.

This Service is Confidential, also Individual.

It is not "ready-made."

Our twenty years' experience in Advertising work, and our exceptional facilities in every department, place us in a position to render assistance of the *valuable* kind.

ARTISTS—COPY WRITERS—ENGRAVERS—PRINTERS
DAY AND NIGHT ART STAFFS

THE ETHRIDGE COMPANY

Madison Square Building, Madison Square, North (25 East 26th Street)

Telephone, 7890 Madison

New York City

COMMERCIAL ART

Advertisements offered for criticism in this department may be addressed direct to Mr. Ethridge at 25 E. 26th Street, New York

By GEORGE ETHRIDGE

Now that the ground hog has come out and given us his opinion on the spring weather, we may prepare for the annual crop of Real Estate advertising, and many of us will listen to the lure of the

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The only improvement which could, perhaps, be reasonably suggested would be to rearrange the typesetting so that the illustration of the wagons would appear at the top of the mortised



No. 1.

man who has a book of bungalows to sell. It is to be hoped that advertisements like No. 1 will not be the prevailing spring styles for inducing us to go to the country, for really we all want to go, but we hardly want to climb up the side of a rocky projection and inhabit such a seemingly frail and uninviting crow's nest as is here shown. Now, if it were such a cottage as is shown in No. 2, and the copy man got in some strong licks telling us how it looked inside, and what we might expect for our money, perhaps we would send him a dollar and see what other styles he had to show.

It is refreshing to see the intelligent use made of small space in the advertisement of the Pulverized Manure Company. The advertising of manure is, at best, a subject difficult to handle successfully, and the originator of the design and copy shown is to be congratulated on the excellence of the result he has achieved.

The advertisement stood out strongly in the publication in which it appeared, and the argument is of itself sufficiently convincing.



No. 2.

space, instead of cutting the matter in two as it does at present.

Speaking of cottages, naturally brings up the subject of Eats, and this ad of the Hofbrau Haus



doesn't give one any burning desire to try their food. The seven league monster who is running away from the Teddy bear may possibly be suffering from a

nightmare as a result of dining at "famous German Restaurant," or he may have bearly es-



caped with his life after looking over the bill of fare. It is in very poor taste for a restaurant advertisement, to say the least.



The black and white ad shown here is one more example of what not to do. Reference was made in this department recently to the advantage of black and white for certain work and its disadvantage for some things. In the present advertisement the disadvantage is obvious. It is almost impossible to read it with comfort, and it is

extremely improbable that the average reader will take the trouble to decipher the small white letters in the body of the text.

"SAVING THE AGENT'S COMMIS. SION" IS THE POPULAR GAME OF THE DAY.

To the Publishers:

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To the Publishers:
Please quote us your lowest net advertising rate for a column or more a week of foreign advertising.
It is our intention to make up a selected list of New Jersey papers desiring general advertising, and to arrange with certain large advertisers to use the space. There is a demand from a number of concerns that their advertisements be placed through this association, and if the plan referred to materializes it will amount to about two terializes it will amount to about two columns weekly of advertisements of an unobjectionable character, supplied in American Press Association plates. We American Press Association plates. We positively assure you that no trade proposition will enter into this transaction, and that you will be paid in cash for your space at the rate agreed upon, To insure the success of the plan the rate quoted must be as low as that at which any foreign advertiser can secure space

any foreign advertiser can secure space in your paper.

We believe that such an arrangement will be an accommodation to publishers, and at the same time be the means of saving the commission that is usually paid to advertising agents.

We are enclosing herewith a stamped envelope. Kindly give us the information herewith requested as early as possible, and we will also welcome any comments concerning the proposition you care to make. Very fruly yours.

American Press Association.

BANKERS ENDORSE NEWSPAPER ADVERTISING.

At the annual meeting of the Wisconsin Bankers' Association at Menominee, Wiss, January 14th, a symposium was conducted on the subject of "What Form of Advertising Do You Find Most Profitable?" Most of the bankers found newspaper advertising paid best.

Not long since I made a tour of the Patent Office in Washington, and saw thousands of those dust-covered models that have been laid aside and deserted. I was told on good authority that three-fourths of the models in the Patent Office are successful propositions but lack the proper exploitation.—Joe Mitchell Chapple.

The American Fruit and Poultry Magazine is a new monthly publication at Glenwood, Is. It is an outgrowth of the fact that Glenwood is the leading apple and poultry district in Western Iowa. W. E. Broadfield is the publisher Iowa.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order for one time insertion accepted for less than one dollar.

ADVERTISING AGENCIES

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H. W. KASTOR & SONS ADVERTISING

DARLOW ADVERTISING AGENCY, Omaha, Neb. Newspapers and Magazines.

ALBERT FRANK & CO., 25 Broad St., N.Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.



A Spanish-English monthly issued in the interests of business men and others and of general interest. \$1.00 a year. L. MACLEAN BEERS, Publisher. P. O. Box 1078, Havana, Cuba. Sample copy on request.

ADVERTISING MEDIA

THE Saturday Evening Post is read everywhere by all ages and classes.

THE BLACK Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE producer of results in the Middle West, where farmers have big money, is Farm Life of Chicago. Address DEPARTMENT P. I. for sample copy and rates.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

AMERICAN HOME JOURNAL, Dallas, Texas. Oldest Magazine in the South. Splendid Southern circulation. Advertising rates, 30 cents per agate line. Results guaranteed absolutely.

**PEVISTA ILLUSTRADA," published at REI Paso, Texas, is a Spanish monthly with a large circulation in New Mexico, Artona, Colorado and OLD MEXICO. Try it as an advertising medium to reach this people. Address, P.O. BOX 386, care Printers' Ins.

AD WRITERS

Ads and Letters that tell Wm. D. Kempton, 100 W. 78th St., New York. POWERFUL MAGNETS that win trade. Newspaper and magratine ads, booklets, follow-up matter: F, KNAFTON THOMPSON ADVERTISING SERVICE, 215 Herkimer St., Brooklyn, N.Y.

BILLPOSTING

FRED PEEL, official representative, THE ASSOCIATED BILLPOSTERS OF UNITED STATES and CANADA, Times Building, New York City. Send for estimates.

CIRCULARS ADDRESSED

Circulars Addressed

Selected list of twelve thousand five hundred women in the most prosperous section of Massachusetts; used regularly by a live department store. Offered to high-class general advertisers only. Write for particulars. Address "X. Y. Z.," care PRINTERS' INK.

ENGRAVING

KITAB ENGRAVING CO. (Inc.), 401 Latayctie St., New York, makers of half-tone, color, line plates. Prompt and careful service, Illustrating. TELEPHONE: 1664 SPRING

PERFECT copper half-tones, 1 col.. \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO, Youngstown Ohio.

FOR SALE

NEW RAILROAD BICYCLE built for carrying papers. Cost \$60. Will sacrifice. GAZETTE, Phoenix, Arizona.

Iowa Daily

Has paid six per cent on \$150,000 for six years. Owners wish to retire. Will make price right, Address "IOWA DAILY," care Printers' Ink.

Good Folder For Sale

Machine which will fold a 16. 20, 24. 28, 32 or 36 page magazine. takes two 16-page sheets and a 4-page cover; equipped with two automatic feeders. Will sell cheap. WALLACE'S FARMER, Des Moines, Iowa.

HELP WANTED

EADING New York house wants weil-educated man who can write good, terse English, and is expert on the typewriter, for ad-writing and general editorial work. Good, permanent position. "P. T.," care of Printers' Ink.

WANTED-A young man of good education in a manufacturing establishment in advertising department, must be able to write advertisements and prepare copy. Permanent position if of good habits. Address BOX 10, MORNING NEWS, Wilmington, Del.

HIGH GRADE special edition men; those familiar with class paper special editions preferred, liberal commission, exclusive territory, bond required. \$10 to \$50 daily, references. BENEDICTINE PRESS, Box 309, Portland,

ARTIST with ideas. A growing Philadelphia Agency has an opening for a thoroughly experienced artist who can originate and execute magazine designs, covers, etc., of the highest class. An unusually good opening for the man with unusual ideas Submit samples and salary desired to BOX "P. B.," care Frinters' Ink.

EXCELLENT OPENING for an energetic. EXCELLENT OPENING for an energetic, and a man who can deliver a "Message to Garcia." Must have a good working knowledge of printing and of magazine make-up, be able to run two for high class booklets, catalogs and other advertising literature. A man with a knowledge of photographic matters preferred. Only first-class men need apply. "GARCIA," care Printers' Ink.

WE PLACED in December '09 our clients in WE FLACED In December '09 our clients in positions as follows: Business managers at \$100, \$40 and \$25 per week; secretary, \$58; advertising, \$55 and \$20; circulation, \$55 and \$30; bookkeeper, \$15; editorial, \$75, \$55, \$40, \$35, and three at \$25; reporters, \$35, \$20, three at \$18, two at \$15; engravers, \$15 and \$18; printers, \$22, \$18, \$16 and \$16.

WE NEED more candidates and better candidates, available at market rates, for positions now open and for new opportunities constantly being received.

WE OFFER beginning January 1st free registration. Established 1898. No branch offices. PERNALD'S NEWSPAPER MEN'S EX-CHANGE, Springheld, Mass.

MAIL ORDER

THE MAIL ORDER MAN. A large, beau-tiful instructive magazine read by everybody who is anybody in the mail order business; gives who is anybody in the mail order dusiness; gives latest ideas and pointers. Yearly subscription (including two booklets), "Mail Order Advertising" (telling how to advertise a mail order venture) and "Right Way of Getting Into Mail Order Business," all for 50c. ROSS D. BREN-ISER, 909 Chestnut St., Philadelphia. Current number with booklets, 20c. none free.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. B. LACEY, Washington, D. C. Established 1869.

POSITIONS WANTED

STENOGRAPHER and correspondent wants to learn advertising; good worker; fairly in-telligent. Any opening? "ADWID," care telligent. A

SITUATION WANTED BY WEB PAESS MAN, 12 years experience. Has run Gos, Hoe and Cox Duplex presses. Address "U, j. R.," care of Printers' link.

INOTYPE EXPERT desires situation as machinist or operator-machinist in Pennsyl. wania, New York or New Jersey; good references, temperate, steady, union, reliable. Address Mat-thew F. Zych, 602 Meridian St., Anderson, Ind

AN ADVERTISEMENT WRITER desires
proposition on city newspaper.
Can make a
proposition worth considering.
Will go sny.
where. Address "ADS-66," Printers Ink. New York.

SUCCE-SFUL PUBLISHER AND EDITOR daily newspaper, age 45, desires to enter larger field. Thoroughly fa ...lliar with all departments; can put run down plant on its feet; salary \$100 per week. Address "J. L.," Printers' luk

A DVERTISING MANAGER - My present employer draws great business through my ads; have thorough department store and gen eral experience; good reason for changing. Address "MODERATE," care Printers' Ink.

Copy Producer

Seeks position Six years' advertising experience Specialist on straightforward selling copy. At esent employed. Can change immediately.

A CAPABLE COPY MAN

now with a leading agency, seeks a change. Has lived in large cities as well as in small towns. and knows the characteristics of the people in and knows the characteristics of the people in both. Prepares copy from psychological and economic standpoints, in English as select axis is plain and forceful. Also good on layouts and type effects. If you want a man who will "de-ver the message to Garcia," address "B. S," care of Printers' Ink.

Advertising Assistant

Young man, twenty, quick and accurate worker, wants position in New York City, with a firm who can offer an opportunity for bright future, if I make good. Am willing to star right at the bottom, or near it. Salary according right at the business. Three years successful experiences of worth. Three years successful experience selling and copy writing for present employer. Attend Y. M. C. A. Advertising Class. Satisfactory reference. Address "TRUST-WORTHY," care of Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth trade and industry. \
Ave., New York City.

YOU share with us the economy of our loca-Prompt estimates on letter-heads, factory forms and booklets in large quantities. THE BOULTON PRESS, drawer 98, Cuba, N. Y.

CENERAL PRINTING, CATALOGUE and BOOKLET WORK. — Unusual facilities for large orders—monotype and limotype suchuses—large hand composing room, four color rotary, cylinder, perfecting, job and subbossing presses, etc. Original ideas, god workmanship, economy, promptness. Opportunity to estimate solicited.
WINTHROP PRESS, 419 Lafayette St., N.Y.

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK'S Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.

PRINTERS' INK'S Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1908, 19,270. Best advertising medium in Alabama.

Montgomery, Yournal, dy. Aver. 1909, 10,170 The afternoon home newspaper of its city.

ARIZONA

Phoenix, Republican. Daily aver. 08, 6,551, Leonard & Lewis, N. Y. Reps., Tribune Bldg.

COLORADO

Denver, Post, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1909, 63,088.

This absolute correctness of the latest circulation rating accorded the Denvero



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culation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

Bridgeport, Morning Telegram, daily average for Dec., 1909, sworn, 18,187. You can cover Bridgeport by using Telegram only. Rate 1/2c. per line flat.

Meriden, Journal, evening. Actual average for 1908, 7,726; average for 1909, 7,729.

Meriden, Morning Record and Republican. Daily aver. 1906, 7,672; 1907, 7,769; 1908, 7,729.

New Haven, Rvening Register, daily. Annual sworn average for 1908, 15,864; Sunday, 12,867. 1909, 17,109 copies daily (sworn).

New Haven, Union. Average January, 1910, 17,022. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Average for 1907, 6,647; for 1908, 6,739; 1909, 6,736.

Norwalk, Evening Hour. Average circulation exceeds 3,800. Sworn statement furnished.

Waterbury, Republican. Average for 1909, Daily, 6,651; Sunday, 7,031.

Waterbury, Herald, average circulation for one year from October 1, 1908 to October 1, 1909, 12,287. Largest circulation in the State.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1908, 36,762 (♥ ⊕).

FLORIDA

Jacksonville, Metropolis. Daily average, 1909, 12,803. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union. Average 12 mos. ending Dec., 1909, daily and Sunday, 17,403. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

ILLINOIS

Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

Champaign, News. Guaranteed larger circulation than all other papers published in the twincities (Champaign and Urbana) combined.

Chiengo, Breeder's Gasetts, a weekly farm newspaper. \$1.75. Average sworn circulation year 1909, 78,496 and all quality. Rate, 35 cents, flat.

Chicago, Dental Review, monthly. Actual average for 1908, 4,097; for 1909, 4,328.



Chicago, Record-Herald. Average 1909, daily net paid, 139,176; Sunday net paid, 193,831. It is not disputed that the Chicago Record-Herald has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.
The absolute correctness of the latest cir-

CUAR

culation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hun-dred dollars to the first person who will successfully controvert its accuracy.

Jeliet, Herald, evening and Sunday morning. Average for 1909, 6.836.

Peoria, Evening Star. Circulation for 1908,

Sterling, Evening Gazette, average circulation for 1908, 4,409; 1909, 5,122.

INDIANA

Evansville, Yournal-News. Average, 18,188. Sundays over 18,000. E. Katz, S. A., N. Y.

Hotre Dame, The Ave Maria, Catholic weekly Actual net average, 26,112.

Princeton, Clarion-News, daily and weekly. Daily average, 1,577; weekly, 2,641.

South Bend, Tribung. Sworn average Dec. 1909, 10,843.

IOWA

Burlington, Hawk-Eye, daily. Average 1909, 9,180. "All paid in advance.

Davenport, Times. Daily av. Jan., 1910, 17,296. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, Times-Journal, morning and eve. Daily average, 1908, 12,664: Sunday, 14,731.

Washington, Eve. Yournal. Only daily in county. 2,009 subscribers. All good people.

KANSAS

Rutchinson, News. Daily 1907, 4,870; 1908, 4,838. E. Katz, Special Agent, N. Y.

KENTUCKY

Lexington, Herald. D. av., 1908, 7, 194. Sunday, 8,265. Week day, 7,006. Com. rates with Gazette. Lexington, Leader. Average for 1909, evening, 5,456, Sunday 6,899. E. Katz.

Louisville, The Times, evening daily, average for 1908 net paid 48,940.

MAINE

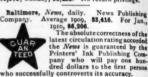
Augusta Comfort, monthly. W. H. publisher. Actual average, 1,294,438. W. H. Gannett.

Augusta, Kennebec Journal, daily average 1908, 8,826. Largest and best cir. in Cent. Me. Bangor, Commercial. Average for 1908, daily

10,070; weekly, 28,727. Phillips, Maine Woods and Maine Sportsman, weekly. J.W. Brackett Co. Aver. for 1908, 7,977. Portland, Evening Express. Average for 1909, daily 15,219. Sunday Telegram, 10,505.

MARYLAND

Baltimore, American. Daily average for 1909, 76.976; Sunday, 98,435. No return privilege.



MASSACHUSETTS

Boston, Evening Transcript (OO). tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation.

Daily (2 cents a copy 1909, 180,278; Gain, 3,981

Sunday 1909, 323,069; Gain, 3,279 Advertising Totals: 1909, 7,335,279 lines Gain, 1909, 465,579 lines

2,454,359 more lines than any other Boston

paper published.
Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January I, 1909, to December 31, 1909



BOSTON TRAVELER

Established 1825

Average circulation for July, 1909, 99,582; August, 99,970; September, 102,389.

The character and distribution of its circu lation ensure results to advertisers. No questionable copy accepted.

Human Life, The Magazine About People, Guarantees and proves over 200,000 copiesm'thly

Fall River, Globe. The clean home paper. Best paper. Largest cir. Actual daily av. 1909, 7,653.

Lawrence, Telegram, evening, 1908 av. 8,949. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1907, 16,632; 1908, 16,836; 1909, 16,639. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Boston Post's GREATEST

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AVERAGES, JAN., 1910 The Sunday Post 257,802

Gain of 21,086 Copies Per Sunday over Jan., 1909

The Daily Post 285,209

Gain of 35,470 Copies Per Day over Jan., 1909

Salem, Evening News. Actual daily average for 1909, 18,874.

Worcester, Gasette, eve. Aver. first 5 months, 1909, 16,878; Largest evening circulation.

Worcester, L'Opinion Publique, daily (00). The only Gold Mark French daily in the U. S.

MICHIGAN

Detroit, Michigan Farmer. Read by all Michigan farmers. Ask any advertiser. 80,000.

Jackson, Patriot, Aver. Dec., 1909, daily 10.796, Sunday 11,814. Greatest circulation.

Saginaw, Courier-Herald, daily. Only Sunday paper; aver. for 1909, 14,279. Exam. by A.A.A.

Saginaw, Evening News, daily. Average for 1909, 21,326; Jan., 1910, 21,682.

MINNESOTA

Duluth. Evening Herald. 23,093. Largest by thousands. Daily average

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1909, 101,250.

olute accuracy of Farm, Stock & Home's circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 1909, 25,587.

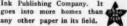
Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, publisher, 1909, 54,455.



CIRCULATI'N Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily Tribune for four months ending December 31, 1909, 88,197. Average circulation of Sunday ompany Tribuse for same period, 73,121.



Minneapolis, Journal, Daily and Sunday (66). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,396. Daily average circulation for Jan., 1910, evening only, 76.734. Average Sunday circuevening only, lation for Jan., 1910, 81,067. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than



MISSISSIPPI

Biloxi, Herald, evening. Average circulation for 1908, 1,098. Largest on Mississippi Coast.

MISSOURI

Joplin, Globe, daily. Average, 1909, 18,113. E. Katz, Special Agent, N. Y.

St. Joseph, New-Press. Circulation, 1909, 38,832. Smith & Budd Company, Eastern Reps.

8t. Louis, National Druggist (1990), Mo. Henry R. Strong, Editor and Publisher. Average for 1909, 9,084. Eastern office, 508 Tribune Bldg.

8t. Louis, National Farmer and Stock Grower, Mo. Actual average for 1908, 104,708.

NERRASKA

Lincoln, Dentsch-Amerikan Farmer weekly. 142,208 for year ending Dec. 31, 1909

Lincoln, Freis Press, weekly. Average year ending Dec. 31, 1909, 143,054.

NEW JERSEY

Camden, Daily Courier. Actual average for year ending December 31, 1909, 9,142.

Jersey City, Yersey Journal. Average for 1909, 24,196. Last three months 1909, 24,686.

Newark, Evening News. Larg of any newspaper in New Jersey. Largest circulation

Trenton, Evening Times. Yearly average, 1906, 18,237; 1907, 20,270; 1908, 21,328.

NEW YORK

Albany, Evening Journal. Daily average for 1908, 16,930. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says
The Standard Union now has the
largest circulation in Brooklyn. Daily average for year 1909, 52,908.

Buffalo, Courier, morn. Average, Sunday, 91,-447, daily, 51,604; Enquirer, evening, 34,576.

Buffalo, Evening News. Daily average for 1907, 94,843; 1908, 94,033; 1909, 94,307.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1909, 5,636.

Mount Vernon, Argus, eve. Daily av. cir. year ending Dec. 31, 1909, 4,931. Only daily here.

Newburgh, Daily News, evening. Average circulation entire year, 190 Valley. Examin'd and certified by A. A. A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, year ending Dec. 25, 1909, 10,884.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1909, 7,666.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, 25,903 (39).

Leslie's Weekly, 225 Fifth Avenue, Leslie-Judge Co. 225,000 guaranteed.

The Tea and Coffee Trace Journal. Average

The Tea and Coffee Trace Journal. Average circulation for 12 months to January I, 1910, 6,641; August, 1909 issue, 20,000.

The World. Actual average, 1909, Morning, 360,803. Evening, 399,869. Sunday, 460,988.

Poughkeepsie, Star, evening. Daily average

Poughkeepsie, Star, evening. Daily average for year ending Dec. 31, 1909, 5,013.

Rehencetady. Gasette, daily. A.N. Liecty.

Schenectady, Gasette, daily. A. N. Liecty. Actual Average for 1909, 17,470.

Schemectady, Star. Av. 11,365 last half 1909. Sheffield Special Agency, Tribune Bldg., N. Y.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1909, daily 32,458; Sunday, 40,922.

Troy, Record. Average circulation 1909, 21,320. Only paper in city which has permitted A. A. A. examination, and made public the report.

Uties, National Electrical Contractor, mo.

Utica, Press, daily. Otto A. Meyer, publishes. Average for year ending Dec. 31, 1909, 15,117.

OHIO

Cleveland, Ohio Farmer. Leads all farm papers in paying advertisers. 100,000.

Cleveland, Plain Dealer. Est. 1841. Act. daily and Sunday average 1908, 78,291, Jan., 1910, 78,506 daily; Sunday, 107,698.

Columbus, Midland Druggist and Pharmacentical Review, 43rd annual volume. Best medium for reaching druggists of the Central States.

Dayton, Journal. Actual average, 21,217.

Springfield, Farm and Fireside, over 1/4 century leading Nat. agricult'l paper. '09, 439,457.

Youngstown, Vindicator. D'y av., '08, 15,000; Sy., 10,400; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Muskoges, Times-Democrat. Average 1907, 6,689; for 1908, 6,689. E. Katz, Agent, N. Y.

Oklahoma City, The Oklahoman. 1909 aver., 31,479; Jan., '10, 31,112. E. Katz, Agent, N.Y.

OREGON

Portland, The Evening Telegram is in its 33d year. Owns exclusive Associated Press afternoon franchise. Sworn average circulation for December, 29,270. In purely local mercantile advertising it printed 179 more pages in 1909 than in 1908. It printed 179 more pages of local mercantile advertising in 1909 than its nearest local contemporary. Its circulation covers Portland and its suburbs like a plaster.

Portland, The Oregonian, (60) January average circulation. Sundays, 63,496; Daily, 44,871. For over 50 years the great newspaper of the Pacific Northwest. More circulation in Portland and Oregon than any other newspaper. Also more foreign, more local, and more classified advertising.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1909, 7,785 N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.



Erie, Times, daily. Average for January, 1910, 21,791. A larger guaranteed pd. cir. than all other Erie papers combined. E. Katz, Special Agt., N.Y.



Harrisburg, Telegraph. Sworn average Jan., 1910, 16,786. Largest paid circulation in Harrisburg or no pay, Shannon, N. Y.; Allen & Ward, Chicago.



Johnstown, Tribune. Average for 12 mos., 1909, 12,467. Only evening paper in Johnstown.

In Philadelphia It's The Bulletin

Net Daily Average for YEAR, 1909;

249,811

COPIES A DAY

A copy for nearly every Philadelphia home.

"THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Chicago Office,
J. E. Verree, Heyworth Bldg.
New York Office,
Dan A. Carroll, Tribune Bldg.

Philadelphia, The Camera, is the only best photographic monthly. It brings results. Average for 1908, 6,825.

Philadelphia, Confectioners' Journal, mo. Average 1908, 5,517: 1909, 5,522 (@@).

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Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (60). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the bast agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.



Philadelphia. The Press () is Philadelphia's Great Home News-Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for Dec., 1909, 84,791; the Sunday Press, 160,745.

Washington, Reporter and Observer, eve. and one. dy. av., '08, 11,734. They cover the field.



mora, dy. av.,

West Chester. Local News, daily, W. H. Hodgson. Aver. for 1999, 18,880. In its 36th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second paper. Chester Cou

York, Dispatch and Daily. Average for 1909.

RHODE ISLAND

Pawtucket, Evening Times. Average circulation, 1909, 19,033-sworn.



Westerly, Daily Sun, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1909, 8,237.

SOUTH CAROLINA

Charleston, Evening Post. Actual daily average 1909, 5,311.



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Columbia, State. Actual average for twelve months, 1909, daily (86) 14,436, Sunday (86) 14.959

Spartanburg, Herald. Actual daily average circulation for 1909, 2,630.

TENNESSEE

Memphis, Commercial Appeal, daily, and Sunday, average first 6 mos., 1909: Daily, 48,980; Sunday, 70,018. Smith & Budd, Representatives, New York and Chicago.

Nashville, Banner, daily. Average for year 1906, 31,455; for 1907, 36,206; for 1908, 36,554.

TEXAS

El Paso, Herald, March aver. 10,002. Only El Paso paper examined by A. A. A.

VERMONT

Barre, Times, daily. F. E. Langley. Average for 1909, 8,231. Examined by A. A. A.

Surlington, Free Press. Daily average for 109, 8,773. Largest city and State circulation. xamined by Association of Amer. Advertisers.

Montpelier, Argus, dy., av. 1909, 3,348. Montpelier paper examined by the A. A. A.

St. Albans, Messenger, daily. Average for 1908, \$,132. Examined by A. A. A.

VIRGINIA

Danville, The Bee. Av. 1909, 3,786; Jan., 1910, 3,786. Largest circulation. Only evening paper.

WASHINGTON



Seattle, The Seattle Times (30) is the metropolitan daily of Seattle and the Facific Northwest. It combines with its Dec. '09, cir. of 53,266 daily, 84 362 Sunday, rare quality. It is a gold mark paper of the first degree Outlifeed

quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1000 Times beat its near-est competitor 3,786,006 lines.

Tacoma, Ledger. Average 1908, daily, 18,732. Sunday, 25,729.

Tacoma, News. Average for year, 1908, 18,768.

WISCONSIN

Janesville, Gasette. Daily average, Jan., 1910, daily, 5,353; semi-weekly, 1,797.

Madison, State Journal, daily. Actual average for 1909, 4,973.

Milwaukee, Evening Wisconsin, daily. Average for 12 mos. ending Dec. 31, 1909, 37,122 (20). The great Home Paper of Wisconsin.



Milwaukes, The Journal, eve., Ind. daily. Daily average for 12 mos., 69,647: for Jan., 1910, 69,482; daily gain over Jan., 1909, 3,968. Nearly 60g of Milwaukee homes. Flat rate 7 cents per line. Supreme in its field for both classified and display advertising.

Oahkosh, Northwestern, daily. Average for Dec., 1909, 9,801 Examined by A. A. A.

Racine, Journal, daily. Av. for 12 months ending Jan. 1, 1910, 4,708; Dec., 4,908.



THE WISCONSIN RICULTORIST

Racine, Wis., Established, 1877 Actual weekly average for year ended Dec. 31, 1909, 60,686. Larger circulation in Wisconsin than any other paper. Adv. 3.50 an inch. N. Y. Office. W. C. Richardson, Mgr.

WYOMING

Cheyenne, Tribum. Actual net average six months, 1908, daily. 4,877; semi-weekly, 4,420

BRITISH COLUMBIA

Vancouver, Province, daily. Average Jan. '09, 18,731; Jan., '10, 19,786; daily average for '09, 18,420. H. DeClerque, United States Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1908, daily, 37,095; daily Dec., 1909, 41,176; weekly 1908, 27,425; Dec., 1909, 26,167.

Winnipeg. Der Nordwesten. Canada's National German weekly. Av. 1909, 18,162. Rates 56c. in.

Winnipeg, Telegram, dy. av. year, '09, 26,774, (Saturday av., 35,000). Farmers' Weekly, same period, 23,663.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1908, daily 99,239, weekly 48,935.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

COLORADO

WANT advertisers get best results in Colo-rado Springs Evening Telegraph. 1c. a word. THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined

THE Evening and Sunday Star, Washington.
D. C. (@@), carries double the number of Want Ads of any other paper. Rate Le. a word.

ILLINOIS THE Champaign News is the leading Want ad. medium of Central Eastern Illinois.

THE Chicago Examinar with its 660,000 Sun-day circulation and 175,000 daily circulation brings classified advertisers quick and direct results Rates lowest per thousand in the West. LARLY everybody who reads the English

language in, around or about Chicago, reads the Daily News," says the Post-office Review, and thats why the Daily News is Chicago's "want ad" directory.

INDIANA

MAIL ORDER ADVERTISING

Produces results in Indiana's leading "Want Ad" Medium. A circulation of 75,000 thoroughly covers the city and state. Publishes more classified advertising than any other paper in state.

Rate One Cent Per Word. Only Sunday Paper in Indianapolis. The Indianapolis Star

MAINE

THE Evening Express and Sunday Telegram Carry more Want Ads than all other Portland papers combined.

MARYLAND THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore. MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They ex-pect to find all good places listed in its advertising columns



THE Boston Globs, daily and Sunday, for the year 1909, printed a total of 480,485 paid Want Ads; a gain of 42,557 over 1908 and 308,023 more than were printed by any other Boston newspaper.



CIRCULATI'N THE Tribuse is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The

Tribms printed during the year ending 1909, 2,233,619 lines of classified advertising. Rates: by Printers' or 10 cents a line, where charged Ink Pub. Co. —daily or SunCay.

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

THE Minneapolis Journal, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Jan., 1910, amounted to 160,048 lines; the number of individual ads published were 22,215. Eight cents per agate line if charged. Cash order one cent

a word, minimum, 20 cents.

MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

THE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Cr-culation for 1908, 10,629 daily; 14,205 Sunday.

THE Jersey City Jersey Journal leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE Albany Evening Yournal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

"HE Argus, Mount Vernon's only daily. Great-est Want Ad Medium in Westchester County.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

THE Oklahoman, Okla. City, 31,112. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

THE Aberdeen Daily American—the popular Want Ad medium of the Dakotas.

THE Salt Lake Tribune-Get results-Want Ad Medium for Utah, Idaho and Nevada.

THE Evening Citizen, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE La Presse, Montreal. Largest daily cir-culation in Canada without exception. (Daily 99,239—sworn to.) Carries more Want Ads than any newspaper in Montreal.

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O) Gold Mark Papers (OO

Advertisers value the Gold Mark Publications not merely from the point of the number of copies printed, but for the high-class and quality of

Out of a total of over 23,480 publications in America, 125 are distinguished from all the others by the so-called gold marks (66).

ALABAMA
The Mobile Register (@@). Established 1821.
Richest section in the prosperous South.

DISTRICT OF COLUMBIA Everybody in Washington SUBSCRIBES to The Evening and Sunday Star. Average, 1908, 86,762 ()

GEORGIA

Atlanta Constitution (). It Now as always.

Savannah Morning News, Savannah, Ga. The Daily Newspaper for Southern Georgia. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (60), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. Grain Dealers Journal (). Chicago, the grain trade's accepted medium for "Want" ads. The Inland Printer, Chicago (66). Actual average circulation for 1905, 15,866.

RENTUCKY

Louisville Courier-Journal (66). Best paper in city; read by best people.

MAINE

Lewiston Evening Journal, daily, average for 1907, 7,784; weekly, 17,545 (); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (OO).

Boston Evening Transcript (66), established 1830. The only gold mark daily in Boston. Worcester L'Opinion Publique (). Only French paper among 75,000 French population.

minnesota

The Minneapolis Journal (@@). Largest ome circulation and most productive circulation in Minneapolis. Carries more local advertion in Minneapolis. Carries more local adver-tising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER
(30) Minneapolis, Minn., \$4 per year. Cov
milling and flour trade all over the world. To
only "Gold Mark" milling journal (30).

NEW YORK

Army and Navy Yournal, (@@). First in its class in circulation, influence and prestige.

Brooklyn Eagls (66) is THE advertising medium of Brooklyn.

Century Magasine (36). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (36), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (30). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. the electric railway interests of the McGRAW PUBLISHING COMPANY

Engineering News (20). Established 1874. The leader in its field. Reaches the man who signs the order. Ask any of its thousand advertisers. Circulation over 16,000 weekly.

Engineering Record (©®). The most progressive civil engineering journal in the world. Circulation averages over 15,000 per world. Circulation averages over 15,000 per week. McGRAW PUBLISHING COMPANY.

The Evening Post (@@). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." — Frinters' Ink.

New York Herald (30). Whoever mentions America's leading newspapers mentions the New York Herald first.

Scientific American (GG) has the largest circulation of any technical paper in the world.

The New York Times has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (@@), daily and Sunday. Daily, now one cent-the best for the least.

Vogue (66) carried more advertising in 1905, 1906, 1907, than any other magazine of gen. cir.

Better Fruit, (26) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (60), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The Press ((a) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions Novemoer, 1909, sworn net average, Daily, 87,057; Sunday, 162,263.

THE PITTSBURG (00) DISPATCH (00)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND

Providence Journal (66), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The State (@@), Columbia, S. C. Highest quality, largest circulation in South Carolina.

Norfolk Landmark (20). Oldest and most influential paper in tidewater.

WASHINGTON

The Seattle Times (GG) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when ad vertising appropriations are being made.

CANADA

The Halifax Herald (66) and the Evening

Mail. Circulation 15,558, flat rate.

The Globe, Toronto (@@), is backed by 64 years of square dealing.

Business Going Out

Advertising of the Bouvier Specialty Company, Louisville, Ky., manufacturers of Bouvier's Buchi Gin, will be extended throughout the South during the coming month. Business is now placed by the Leven-Nichols Advertising Company, Chicago-New York.

The Frank Presbrey Company, New York, is placing 3,000-line orders with Southern papers for the Hamburg-American Line.

The Frontier Asthama Company, through Fuller of Chicago, is placing 1,000 lines in the West.

C. H. & F. A. Stirrup, New York, manufacturers of the Stirrup Razor Stropper, will shortly start a magazine advertising campaign in a selected list of the principal monthly and weekly publications. The advertising will be handled by Coupe & Wilcox, New York.

The Geo. Batten Company, New York, is sending out business for F. W. Bird, East Walpole, Mass., the account of which concern this agency is now handling.

The Salem Iron Works, Winston-Salem, N. C., is using one inch, eight times, in Southern weeklies, through the Massengale Agency of Atlanta, Ga.

The W. L. Douglas Shoe Company, Brockton, Mass., is making direct contracts for 10,000 lines in the East.

The New Orleans Coffee Company, Ltd., is using 1,000 inches in a Southern list through Lord & Thomas, of Chicago.

Sherman & Bryan, Inc., New York, are now placing orders with the papers in some thirty-eight or forty cities for Alfred Benjamin & Co., makers of Benjamin Clothes. The spring and summer magazine campaign for this concern will start the latter part of March.

The W. E. Lyon Company is sending out orders for 10,000 lines to be used in Western papers. The Mahin Agency, of Chicago, is handling the account.

The Dr. A. S. McCleary Medical Company, through the Horn-Baker Agency, of Kansas City, Mo., is making 1,000-line contract with Western papers,

The Lullaby Cradle Company, Detroit, Mich., has placed its advertising in the hands of the Geo. Batten Company, of New York. This agency is also taking space in agricultural papers for W. A. Wood, Hoosian Falls, N. Y., maltsters.

The Allen Agency, New York, is sending out orders to Southern papers for the Hotel Chamberlain, Watkins Glen, N. Y. Space amounts to five lines, twenty-three times, and fifteen lines, thirty times.

Eastern papers are now receiving New York Central contracts through H. E. Lesan, of New York.

Holland & Webb, New York, makers of Etone Towels—the original All-Silk towels—are planning to start a magazine advertising campaign in a few of the big weekly and monthly magazines. Coupe & Wilcox, New York, are placing the advertising.

H. S. Sternberg, New York, beginning March 15th, will use a list of some sixty papers for A. B. Kirschbaum & Co., Philadelphia, Pa. A series of eight large ads will be inserted.

BOSTON ITEMS.

Contracts are going out from the Boston office of the J. Walter Thompson Company for the advertising of Caementium. Large space is used in general publications.

N. W. Ayer & Son's Boston office are making up plans for the advertising of the leading schools in New England. This agency handles a large percentage of all the school advertising in the territory, and lists are being prepared at the present time.

The Walton Advertising Printing Company are sending out orders to special publications for twelve insertions of the Smith & Thayer Company, advertising Winchester Heaters. A list of New England papers will also be used. This agency is handling an appropriation for the advertising of Wadsworth, Howland & Co.'s paints.

M. Steinert & Sons are increasing their list of New England papers in cities where they have local dealers. The business is placed by the F. P. Shumway Company.

To reach the CATHOLIC GERMANS of St. Louis, Cincinnati and the entire Ohio and Mississippi Valley use either or both editions of the

Herold des Glaubens
Circulation nearly 40,000 copies per issue
Established 1850
Main Office: TEMPLE BLDG.,
St. Louis, Mo.

The South four-incountry remedy

New used by the fir

The small grade

Alger.

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The Tropical Medicine Company, Old South Building, are asking for rates on four-inch double-column copy from country papers for the advertising of a remedy called "Ka-Ku-Ka."

New England newspapers are being used by Wood, Putnam & Wood for the financial advertising of Taylor & Alger. Ten-inch copy is used, run-ning every other day for a month.

The Shumway Agency is placing small copy for a new account in high-grade publications on Des Arts Studio.

The advertising of John L. Des Lauries is handled by Walter L. Weeden, Worcester, Mass. This agency is sending out orders and copy to agricultural papers for the Swift Lowell Fertilizer; large copy is going to special high-grade magazines for the Wheelock Wire Fence, and plans are being made for the spring advertising of M. P. Whittall Carpet Works.

The advertising of the Rubdry Towel Company, Providence, R. I., has been secured by the New York office of the George Batten Company. The campaign will soon be inaugurated in a select list of general publications.

The Blake-Allen Shoe Company is using thirty-five line copy in a few publications through the A. W. Ellis Agency.

Contracts are being made with newspapers for the financial advertising of A. F. Dow & Co., by the Lovett-Chandler Agency.

The Empire Furniture Company is advertising mail-order furniture throughout New England, and using large copy in Boston Sunday papers, through the E. J. Goulston Agency. This agency is preparing a campaign for Philip Hano & Co., one of the largest office system concerns of the country. Business magazines will be used. Dr. A. C. Daniels is starting a campaign in New England mewspapers through this agency. The Waldberg Brewing Company are making 1,000-inch contracts through the same agency for space in cities in New England where local dealers are secured. cured.

Wood, Putnam & Wood will hereafter place the advertising of Curtis & Cameron, makers of Copley Prints.

The publishers of eighty magazines published in Atlanta, Ga., have been aroused over the possibility of an inaroused over the possibility or an in-crease in second-class postage rates and their organization, the Southern Maga-zine Publishers' Association, has ap-plied to Southern representatives in Congress to do all in their power to "avert this real and threatened danger to the welfare of the American people."

The School of Printing, Boston, an nounces a series of four illustrated lectures by William Bond Wheelwright on the history and manufacture of pato be held during February and

An Unusually Fine OPPORTUNITY is Now Open in New York City for an Intelligent, Ambitious Advertising Man

ONE of the largest stores wants a man who has demonstrated his ability to do and write on has demonstrated in a noise to to do any write original things. He must have good, practical merchandise experience, though not necessarily in the largest ciries. Full responsibility will not be thrown upon him at present, but the largest possible opportunity is before him, and a big man is wanted, or the makings of a big man.

There are scores of men, in cities of moderate size, who are doing good work. We want one of them.

Every communication will be held in absolute confidence. Send a letter, stating experience and salary you would require to come to New York, and BE SURE to send a number of repre York, and BE SOLE to send a number or representative examples of your work—not pretty pieces of printing, but work that shows your-self, your ideas and your writing.

This will be the opportunity of a lifetime for the right man. Address, "OPPORTUNITY," care Frinters' Ink, New York City.

The Tip which Saves the Card



Treble the life of your filing system by using Celluloid Tipped Guide Cards.

Don't fray, crack, curl up nor show finger marks. Look neater than plain guide cards

Celluloid Tipped Guide Cards are proof against ordinary handling. Tip folds over top of guide where wear comes Other guides wear out in a third of the time. Ask your dealer for the famous one-piece tip or write us for samples.

STANDARD INDEX CARD CO. 701-709 Arch St., Philadelphia

The Record Washington, Pa.

WASHINGTON'S POPULAR PAPER

Baily Average, Bec., 1909, 12,075 Serves a large and wealthy agricultural and mining population.

10,070 Motion Picture Theatres in the United States

THE-Moving Picture News reaches all. Bring You Results TERMS ON APPLICATION Cinematograph Pub. Co., 30 W. 13th St., N.Y.

ST. LOUIS-KANSAS CITY NOTES.

Prof. Samuels, Wichita, Kansas, is sending out orders through the F. A. Gray Agency, Kansas City, to week-lies of dailies, on a medical proposition. 560-line display copy is being used in February issues.

Mills & Averill, Tailors, St. Louis, are conducting an experimental campaign in several of the Lewis Publications, advertising made-to-measure men's clothes. Twenty-five line display copy is being used in February issues. Ine advertising is being placed by the St. Louis Office of H. W. Kastor & Sons.

The American College of Dressmaking, Kansas City, is using a number of farm papers, in addition to their big list of women's publications. One hundred lines, and in some papers full page copy is being used. The orders are being placed through the Horn-Baker Co., same city.

H. W. Kastor & Sons, Chicago and St. Louis, have just launched an extensive publicity campaign for "Pozzoni" Face Powder. Display copy of various sizes is being used in a big list of high-class women's publications. Orders are going out for April issues.

H. W. Kastor & Sons, Chicago and St. Louis, will begin an extensive campaign in a list of standard magazines and high-class women's publications beginning with April numbers for the Automatic Vacuum Cleaner Co., Bloomington, Illinois. Half pages and one hundred and fifty line copy will be used.

The King Manufacturing Co., St. Louis, is using a small list of mail order papers for February. One hundred and eighty-eight line display copy is being used. The advertising is placed by the Gaebler Advg. Agency, some city.

Ballard & Ballard Co., Millers, of Louisville, Ky., manufacturers of "Obelisk" Flour, have started a campaign in the South for creating a demand for their product. The first advertisine will be done in Memphis and later it is expected that other cities will be added. Large display copy is being used in daily newspapers. H. W. Kastor & Sons, St. Louis, are placing the advertising.

The Stafford-Miller Company, manufacturers of "Carmen" Face Powder, St. Louis, Mo., will begin an extensive advertising campaign in a selected list of standard magazines, beginning with April issues. Full-page advertisements will be used. Orders will go out through Lord & Thomas, Chicago, who will place the account.

The Remoh Jewelry Company, St. Louis, is sending out orders through the St. Louis office of H. W. Kastor & Sons to a list of mail-order publications for March. One inch display is being used.

A booklet that shows you how to reduce your advertising bills

SEND FOR IT=

Contains real facts and authentic figures on getting the largest returns for the money invested.

Whether you wish to use an inch or a column—to secure mail orders or send people to dealers—this booklet will give you information worth money to you. Write for it to-day before it slips your mind.

ATLANTIC COAST LISTS
134 Leonard St., New York

The Man Looking for the Position

The Manufacturer Looking for an Advertising Man

Can get together through PRINTERS' INK. A dozen prominent advertisers want high-priced advertising managers now-read their ads in PRINTERS' INK. Every live advertising man who wants another position makes his wants known through PRINTERS' INK.

If you want a position or want to employ an advertising man, try a PRINTERS' INK Classified ad.

The Book-keeper's Readers

FORTY-TWO per cent of THE BOOK-KEEP-ER'S subscribers are property holders.

In a canvass of 1,066 subscribers the total assessment was \$11,078,412.00; the average assessment for the whole was \$10,382.00.

Reports from Oklahoma City, Cedar Rapids, Portland, Oregon; Richmond, Va.; and similar cities

taken at random show these results.

These figures were obtained from the tax col-

lectors and are, therefore, accurate.

Subscribers' names were copied from office lists serially and without prejudice or knowledge of their financial standing.

There is no reason why these percentages should not be maintained throughout the subscription lists.

This proves, as nothing else can, the business-like character of THE BOOK-KEEPER'S readers.

There are no RIFFRAFF on the BOOK-KEEP-ER'S subscription lists.

The BOOK-KEEPER'S readers are substantial people.

The BOOK-KEEPER is bought and read by thoughtful persons on its merits.

Every business man profits by what he reads in THE BOOK-KEEPER.

THE BOOK-KEEPER is not read for pastime and thrown away.

and thrown away.

THE BOOK-KEEPER'S advertising appeals to

readers who are looking for the best.

Advertising in THE BOOK-KEEPER commands attention—not mere curiosity.

Quality, rather than quantity, is what really counts to the advertiser.

Both QUALITY and QUANTITY characterize THE BOOK-KEEPER'S subscription lists.

Advertising in THE BOOK-KEEPER PAYS because the subscriber READS AND PURCHASES.

THE BOOK-KEEPER'S subscription lists contain less than one-half of one per cent. of subscribers who are not on the yearly basis.

THE BOOK-KEEPER, Detroit, Mich.

Leads the South in

Gain in

Advertising

Carried

in 1909

The Birmingham News sets another high watermark in Southern advertising by achieving A GAIN OF 286,883 LINES (equal to 20 per cent.) during 1909, over the previous year. At the same time, note that the gain made by The News is practically as great as the gain made by BOTH its contemporaries COMBINED.

Wonderful Record of The Birmingham News

 Total, 1908
 Total, 1909
 Gam

 LINES
 LINES
 LINES

 4,209,618
 5,036,501
 826,883

 The Birmingham Age-Herald
 *†4,007,724
 4,371,766
 364,042

 The Birmingham Ledger
 3,380,510
 3,992,240
 611,730

(*These figures also include the beer and whiskey advertising carried by The Age-Herald, as follows: 420,308 lines in 1908 and 235,074 lines in 1909. The Birmingham News will not accept any of this class of business.)

(†The Age-Herald issues a Sunday also, against 26 publication days a month for The News.)

These gains of The News were made in face of substantial increase in rates, both foreign and local.

The Birmingham News

FOUNDED 1888 BY GEN. RUFUS N. RHODES VICTOR H. HANSON, General Manager

HAND, KNOX & CO., Publishers' Representatives

NEW YORK CHICAGO KANSAS CITY A